



Crowborough RFC

Website & Electronic Communications Policy

CRFC Policy Document Updated: September 2020



1. Purpose and Executive Summary:

- 1.1 This document applies to all of the Crowborough Rugby Football Club's (CRFC) players, parents, guardians, carers, volunteers, supporters, employees, vendors and contractors who are creating or contributing to blogs, wikis, social networks, discussion forums, or any other kind of social media, whether on CRFC social media sites or otherwise.
- 1.2 This document is designed to help you:
 - Communicate on social networking platforms as a CRFC player, parent, guardian, carer, volunteer, supporter, employee, vendor or contractor.
 - Engage appropriately with audiences online to promote CRFC as a fun and safe place to enjoy rugby.
 - Communicate effectively in this up-close-and-personal and ever changing environment.
- 1.3 If you have any questions regarding the CRFC Website & Electronic Communications Policy you should contact the CRFC Director of Marketing for guidance. Their contact details are as follows:

CRFC Director of Marketing

Name: David Shortland

Email: dashortland@gmail.com

2. Overview:

- 2.1 This document should be used in conjunction with the CRFC Code of Conduct for Coaches, the CRFC Code of Conduct for Officials and the CRFC Safeguarding Policy. These policy documents are updated periodically, and players, parents, guardians, carers, volunteers, supporters, employees, vendors and contractors are responsible for understanding the club's policies, including updates. The Safeguarding Policy stresses the paramount importance that CRFC places on Player Safety and the promotion of rugby as a fun activity for all ages, genders and abilities.
- 2.2 Players, parents, guardians, carers, volunteers, supporters, employees, vendors and contractors **must** adhere to the policies in this document. It is very important to avoid misusing personal information. Remember, the rules for proper behaviour in person also apply to the internet. If you are unsure of whether to post, comment or respond on social sites please contact the CRFC Marketing Director.

3. The Website & Electronic Communications Policy:

- 3.1 Do not commit CRFC to any action unless you have the authority to do so.
- 3.2 Do not post any confidential or internal-use-only information (marked "For Internal Use Only") that you obtain or learn about as part of your involvement with CRFC.
- 3.3 Respect all copyright and intellectual property laws including those protecting music, videos, text and photographs belonging to CRFC or third parties. If you are unsure contact the CRFC Marketing Director for advice.
- 3.4 Respect privacy; never ask for personal social networking passwords
- 3.5 If you manage CRFC's social media accounts on behalf of CRFC and leave the club, you must provide the CRFC Marketing Director with the login information to the social media accounts that CRFC owns prior to your departure.
- 3.6 Do not post anything that is maliciously false, abusive, threatening, defamatory, obscene or of a sexual nature.
- 3.6 CRFC's official sites/forums must not be used to promote personal and/or commercial initiatives, including charity events, without the prior written agreement of the CRFC Executive Committee.
- 3.7 All users of official CRFC sites/forums are responsible for monitoring the sites and reporting any inappropriate posted content to the Director of Marketing or the CRFC Safeguarding Manager. This may result in disciplinary or legal action against the person posting inappropriate material.
- 3.8 Any official CRFC related Social Media sites/forums set up by CRFC Members should either be open or a relevant CRFC Official (e.g. Coach, Director etc) should be invited to join any closed group.
- 3.9 The same restrictions on the use of images and names apply as on the Club Website.
- 3.10 Coaches and Officers should not communicate directly with those under 18 as per the Child Protection Policy.
- 3.11 Administrators of any official CRFC sites/forums are responsible for keeping the content of the pages or forums up to date and ensuring that access to the sites/forums is strictly limited to the appropriate audiences.
- 3.12 Photo albums of players in all Mini and Youth Squads, including the Colts should have access restricted to that Squad only unless explicitly agreed to by the CRFC Marketing Director and the CRFC Safeguarding Officer.

- 3.13 If you see something online relating to CRFC that threatens the safety and/or wellbeing of any CRFC's Members (e.g. Mini and Youth Players) you must report your concerns immediately to the CRFC Safeguarding Officers. Their contact details are as follows:

CRFC Safeguarding Officer

Name: Karen Rosier

Email: k.rosier@sky.com

CRFC Assistant Safeguarding Officer

Name: Frances Davies

Email: frannydav@aol.com

- 3.14 If you see something online that threatens CRFC's reputation and/or brand you must report your concerns immediately to the CRFC Chairman or the CRFC Director of Marketing. Their contact details are as follows:

CRFC Chairman & Commercial Director

Name: Alex Hunn

Email: alexhunn@me.com

CRFC Director of Marketing

Name: David Shortland

Email: dashortland@gmail.com

4. Compliance with the Website & Electronic Communications Policy:

- 4.1 Compliance with the policy is required.
- 4.2 Compliance with the policy is verified through various methods, including but not limited to reports from available business tools, internal and external audits, self-assessment and/or feedback from players, parents, guardians, carers, volunteers, supporters, employees, vendors and contractors.
- 4.3 Failure to comply with this policy could result in:
- Potentially significant reputational and legal risk to CRFC.
 - Disciplinary action being taken against any individual and/or group of individuals who fail to comply with policy.