



# SHOREHAM R.F.C.



## SOCIAL MEDIA POLICY

Shoreham R.F.C. embraces social media as an important communication tool and encourages its members to use social media in a personal capacity as well as a club capacity as a way to reach out and share information and views with friends and communities about the club.

Shoreham RFC provides the following guidance and expectations of members wishing to use the club name and / or its logo within any social media forum. Shoreham RUFC's "3 R's" of **REPRESENTATION, RESPONSIBILITY AND RESPECT** are therefore designed to protect the interests of the club and its members.

### REPRESENTATION

If you wish to set up a Social Media forum representing the Club in any capacity you are required to obtain approval from the club committee prior to making the forum active.

### RESPONSIBILITY

The owner or administrators of a forum publishing content using Social Media is required to ensure:

- That all content complies with the Club's policies and its Codes of Conducts
- You do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Shoreham RFC, its members, any club associated with Shoreham RUFC, opposition teams, the RFU or the sport;
- You do not disclose other people's personal information.
- You are "age aware" by not inviting youths or granting access to forums where topics contain adult themes/language.

### RESPECT

The owner or administrators of a forum publishing content using Social Media is required to ensure all content published is:

- Respectful of all individuals and communities with which you interact online;
- Polite and respectful of others' opinions, even in times of heated discussion and debate;

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Shoreham Rugby Football Club Ltd, a company registered in England and Wales.

Registered Office: 9 Brierley Gardens, Lancing, West Sussex BN15 9EF

Registered Number: 9269690.





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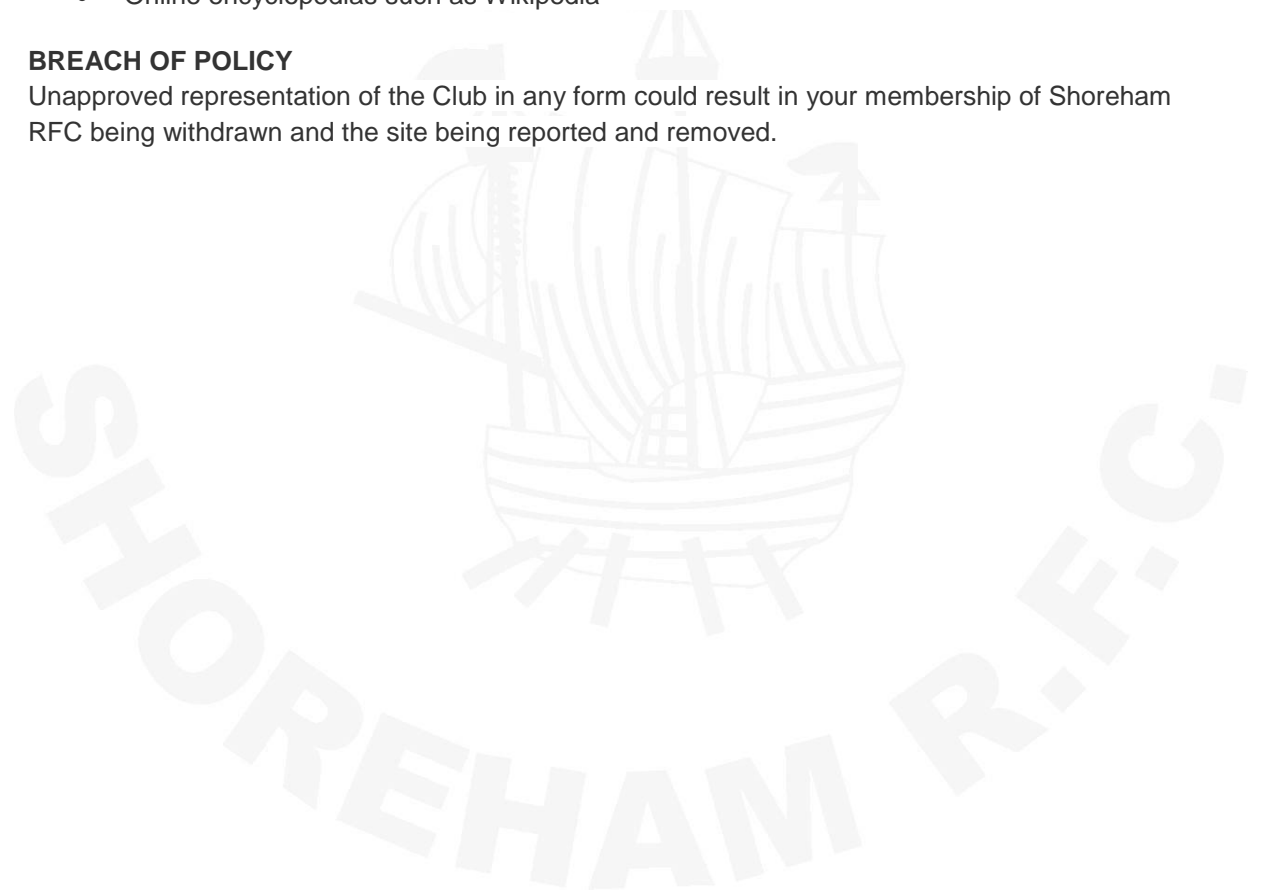


This policy applies to the all Social Media tools, including but limited to:

- Social networking sites e.g. Facebook, MySpace, Bebo, Friendster
- Video and photo sharing websites e.g. Flickr, YouTube
- Micro-blogging sites e.g. Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- Online encyclopedias such as Wikipedia

## **BREACH OF POLICY**

Unapproved representation of the Club in any form could result in your membership of Shoreham RFC being withdrawn and the site being reported and removed.



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