



Social Media Policy

Version 2.0

27th June 2020

Olney RFC – A Responsible Club

Introduction and Aims

At Olney RFC, we recognise that a communications revolution has taken place. Many of our players, coaches, trainers, club members and supporters spend considerable amounts of time on social media.

As a progressive club, we encourage people to use social media for club business, to show their support for a great rugby team and to reach specific age groups. We ask all our members and supporters to uphold the ethos of the club in all their social media posts and interactions and to not act in a way that would bring the club into disrepute or harm its reputation

Objectives

The following social media code is intended to help members with practical advice on how to use social media effectively for the benefit of the club and its membership. It is not the club's intention to restrict your use of social media; rather, we want to ensure that you use these new tools responsibly and respectfully when discussing club matters.

Please refer to this code whenever you mention Olney RFC in your social media posts and updates across the ever-expanding list of social media sites, including, but not limited to Twitter, Facebook, Google+, Instagram, TikTok and YouTube. This code also applies to internet forums, blogs, podcasts, pictures and video.

We also recognise that age group and senior rugby teams communicate through messaging apps such as WhatsApp, Pitchero and Teamer as they are effective and accessible for the majority. It is with this in mind that any group set up to discuss Olney Rugby Club business or age grade rugby is bound by the guidelines below.

1. Be responsible and respectful at all times.
2. Remember everything you say is instantly in the public domain.
3. Don't forget that you are responsible for what you post.
4. Individuals are responsible for their devices and retain responsibility for content if choosing to allow others to use that device.
5. Your comments may be available for anyone to see permanently.
6. Consider the potential consequences for you and the club of the things you publish.
7. Don't ever say something in a post that you wouldn't be happy to say to someone's face.
8. Avoid gossip, inappropriate, defamatory, hateful, slanderous, upsetting or threatening

Cont.

comments.

9. Don't insult, cyberbully, attack or make negative comments about this club or other club's players, parents, coaches, managers, referees, training staff or their supporters.
10. Do not post comments that could be judged to be harassment, abuse or libellous.
11. Do not post comments intended to incite hatred or violence against others.
12. Do not post any content that might be considered inappropriate or offensive to others, including but not limited to racist, sexist and homophobic comments or content.
13. Respect the privacy and confidentiality of others in your posts: consider carefully how the text, audio, images and videos you post may breach someone else's privacy.
14. Do not impersonate or falsely represent another person in your posts.
15. Any negative comments, such as a grievance or criticism should be directed to the individual, respective managers or coaches offline.
16. If you see a negative comment or any breaches of this policy, do not respond or escalate the issue in any way. Report such issues to the head of the age group or any Executive Committee member as soon as possible.
17. Serious issues or concerns should be discussed with the Club's Publicity Officer and Executive Committee.
18. Safeguarding matters should be raised immediately with the Club Safeguarding Officer in-line with the Clubs safeguarding policy
19. Messaging groups (including WhatsApp) should be age appropriate. There should be no member of the senior playing sides groups that are under 18 years of age, this will break club safeguarding rules if not adhered to.
20. Where younger age grade teams have players with their own messaging group, there must be an adult monitoring that group, preferably the head coach.

It is the club's responsibility to make relevant agencies aware of safeguarding concerns, including the Police as appropriate.

Serious or persistent breaches of this Policy will be referred to the Club's Executive Committee and action may be taken against the offending member or supporter under the Club's Disciplinary Policy.

Commitments

Ultimately, at Olney RFC, we want all our members to feel comfortable taking their support for the Club into the online domain.

We believe that by being positive, responsible, sharing our successes and being gracious in defeat that we will not only get the most out of these new forms of media, we will also be viewed by other teams, the league and rugby as a whole, as an example of how to use social media for the benefit of all.

Safeguarding Officer
Olney RFC
June 2020