



Omnes Adferamus

Yarnbury RFC

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Yarnbury RFC Social Media Code of Conduct

Introduction

Social networking activities conducted online outside club involvement, such involvement in social networking sites like Facebook, Twitter, MySpace or Bebo and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation's reputation or image.

In addition, Yarnbury Rugby Football Club has a firm commitment to safeguarding children in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of all members of the club with respect to their responsibilities in connection with the use of social networking sites.

Key Principles

- Safeguarding children is a key responsibility of all members and it is essential that everyone at Yarnbury RFC considers this and acts responsibly if they are using social networking sites out of club involvement.
- All members at Yarnbury RFC have a responsibility to ensure that they protect the reputation of the club, and to treat fellow members of the club with dignity and respect.
- It is important to protect Yarnbury RFC from allegations and misinterpretations, which can arise from the use of social networking sites.

Aims

- To set out the key principles and code of conduct expected of all members of Yarnbury RFC with respect to social networking.
- To further safeguard and protect children and volunteers.

Continued...

CODE of CONDUCT for Members of Yarnbury RFC (Social Networking)

The following are **not considered acceptable** at Yarnbury RFC:

- The use of the club's name, logo, or any other published material without written prior permission from both the Senior and Junior Committee. This applies to any published material including the internet or written documentation.
- The posting of any communication, or images, which link the club to any form of illegal conduct or which may damage the reputation of the club. This includes comments that are threatening, abusive and insulting.
- The disclosure of confidential, club-sensitive information, or the disclosure of information/images that could compromise the security of the club.

In addition to the above every member of Yarnbury Rugby Football Club must ensure that they:

- Comply with the RFU Anti – Bullying Policy and must not make any derogatory, defamatory, rude, threatening or inappropriate comments about the club, or anyone at or connected with the club or those clubs that it plays. This includes referees and other club members.
- Use social networking sites responsibly ensuring that neither individuals or other clubs personal/professional reputation, or the club's reputation is compromised by inappropriate postings.

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated. This investigation will initially sit with the respective coach/manager. Should it be found that this policy has been breached the respective coach/manager will immediately suspend the individual from all club activity until the next sitting of the relevant committee (senior committee sit on the 2nd Wednesday of the month). The matter will then be considered by the relevant committee who will either deem the suspension sufficient punishment or, where need be, refer the matter to the club's disciplinary committee. A breach of this policy will be considered to be a serious disciplinary offence, which is also contrary to the club's ethos and principles.
- The Club will take appropriate action in order to protect the club's reputation and that of its members, volunteers, children and anyone else directly linked to the club.

Reporting & Advice

If you are aware of a potential breach in this code of conduct or you are concerned about social media postings, which effect Yarnbury RFC, a club member, official or an individual, this should be reported at once to;

- Club IT Officer
- Safeguarding Officer
(contact details on the clubs website)

Social Network Sites Statement:

All players, parents, managers, coaches or anyone associated with Yarnbury RFC are reminded, with regard to comments made on social network sites that, posting comments directed towards match officials, other players, other teams, other coaches/managers, or anyone else connected to adult, youth or mini rugby whose comments are proven to be in breach of the club's Code of Conduct will be dealt with within the club's disciplinary procedures.

Official Yarnbury RFC Social Media Accounts

The committee of Yarnbury RFC have authorized the following accounts to post on social media and as such carry the clubs logo.

Facebook Yarnbury RFC

Twitter @yarnburyrfc & @yarnburyjuniors

Website www.yarnbury.co.uk & www.pitchero.com/clubs/yarnbury/

General Guidelines About Using Social Media from the RFU

General Twitter guidelines - Speak only when you have something to say. Always have a purpose in sending a message rather than publishing just for the sake of it or just to be seen to be publishing. Show some personality and interest in what you're tweeting about.

Be brief: While there are few restrictions (besides Twitter's 140 character count) generally, shorter updates are best. The more concise and to the point, the more likely to get shared - for example, retweet the message with space to acknowledge you as the source or for them to add their own comment.

Be interactive. Be accurate.

Think tagging. If you're tweeting a link or message about an organisation or individual – do they have a Twitter account? Rather than just saying: Chris Robshaw, use @ ChrisRobshaw. Think hashtags. What hashtags are already being used for the same topic or event that you're tweeting about. Be part of the conversation.

Think media. Tweets with pictures or in stream videos generate higher engagement rates than those without. What media can you use in your tweets?

Twitter can be more than just a broadcast medium, its real-time nature means many users look to official accounts to help with customer complaints or more general questions. It is important to try to speedily respond to these in an appropriate manner. Sometimes it's best to move customer complaints or services questions offline, via a telephone call or within a private direct Twitter message.

Facebook - Facebook is currently the largest social network in the world. Content can be longer than Twitter but shouldn't be too wordy. Facebook is a great place for photos, which look great both on the website and mobile app, while also encouraging likes and shares. Richer content works well on the platform since posts have a longer shelf life than on Twitter (which has a faster pace). Facebook can be used to strike up a discussion around your club or any events.

Moderating - It may sometimes be necessary to hide or remove certain comments. Criticism of the team, questioning tactics etc is perfectly fine but offensive language, racism, sexism and direct attacks on other members of the group should be removed as quickly as possible. In general though the audience is reasonable and self-moderates.

YouTube - YouTube is a massive video-hosting service with 184 million hours spent watching YouTube videos every month in the UK. Users upload videos that can be easily shared and commented on around the internet. If used well, with the right type of content, the platform offers a huge reach to casual rugby fans. Normally the type of content that works well and would travel outside your initial circles is funny or sharable videos. For example information based videos around training routines or rugby skill videos with the club players. Beyond that, general game highlights or tries will help bring in both old and new fans.

The correct use of YouTube titles, descriptions, thumbnails, tags, annotations and playlists significantly boosts the reach of content on the platform.

Here's a checklist of things to do when uploading content to YouTube:

Title: Think of it as a headline. What aspect of the video can be highlighted to create interest? Make sure it accurately represents the content of the video and is not misleading.

Where possible include relevant keywords that people are likely to be searching for e.g. player names, matches (England v Wales etc), and compelling types of content (big tackle, superb try, funny, how to, rugby etc).

When you're thinking about keywords put yourself in the user's position and think "If I wanted to watch this type of video without knowing specifically what's in it what would I type into a search box?"

Place these keywords first in the title where possible and don't waste the early characters with words and phrases unlikely to be searched for (e.g. 'How do England Rugby players recover between Test matches?' or 'How to recover after rugby like the England team' are more effective than 'FEATURE - How the England team recover'.

Tags (keywords): Use a mix of general keywords relating to the theme and topic of the video, and specific ones relating to its particular content. Having a batch of keywords used across your videos helps hugely with their appearance as related content. Use a maximum of 10 to 12 tags.

For the specific keywords look to use player names and matches.

Pick out a few words or phrases that appear in the title.