# Social Media and Third Party Media Policy

## 1.0 GENERAL STATEMENT

1.1 The policy outlined below aims to address practical and positive advice for members, spectators, sponsors and third parties wishing to use the SRFC brand and its players in both age grade and adult setting

1.2 SRFC understands there maybe many different platforms for both social media and sites that 3rd parties may distribute images, video and advertising. As such SRFC understanding that safeguarding all those involved it a core value within this

1.3 SRFC understands that not all forms of media can be controlled, however users of such platforms and 3rd parties should consider the audience it is given to and therefore can be redistributed in a negative manner, this must be reported in all cases to SRFC Safeguarding officer and management group

1.4 SRFC has decided that all those involved in capturing live or advertisement must take responsibility in its distribution. Although social media promotes free speech and expression, caution must be used when writing or distributing such media should not go against RFU, SRFC policies. SRFC remains to be of positive nature in promoting the core values of the RFU and players of all ages and backgrounds.

## 2.0 GUIDING PRINCIPLES

2.1 As per 1.3 SRFC is aware it cannot control all media distribution however individuals are made aware of potential policy infringement and therefore should be cautious of the following:

- Photographs / images are not to be taken at matches or training without the prior permission of the parents/carers of the young people. This permission can be given by proxy by the coach of each team only after parental consent for this has been granted. The coach must arrange this prior to attending matches. This permission will form part of the player registration form and will be renewed at the start of each season along with any medical information and up-to-date contact information.
- If no consent has been given for a young person on the player registration form, then it is to be made known to the relevant person of the other team (e.g., Coach / Team Manager) so that the appropriate person/s taking photos for the other team is aware and can avoid taking photos of that particular young person.
- Posting of individual personal data relating to SRFC data protection and Safeguarding policy are not authorised.
- Comments relating to but not limited to disabilities, ethnic origin, colour, race, nationality, faith, gender will be subject to the clubs disciplinary procedure and possible reporting to RFU and police.
- Any person who has a personal grievance must report the media to the club with as much information as possible.
- SRFC requests that all posts and media related data to be of a positive nature towards the game, RFU, club, players, sponsors etc

- Remember the RFU core principles **TEAMWORK, RESPECT, ENJOYMENT, DISCIPLINE, SPORTSMANSHIP**
- The use of third party distribution or reposting of media would be requested towards the committee for review prior to posting

2.2 The RFU's Safeguarding Policy advises against coaches having direct personal communication with children unless in exceptional circumstances and coaches and club officials should not communicate with children through social networking sites such as Facebook and Twitter, nor should they be "friends" with children or comment on their status.

2.3 SRFC Ownership of official social media accounts established on behalf of the club remain under the ownership of the club at all times. Administration access to the accounts must be given up when requested by the club committee. An appointed organiser will be made by the club for access and mangaing.

## 3. ADMINISTRATORS OF ACCOUNTS

3.1. Accounts will have a minimum of two representatives acting as administrators (one of which will be a club committee member) to ensure that accounts can be accessed easily during times of holiday and absence.

3.2. Administrators of the clubs official social media accounts must agree to sign up to this social media policy and conduct themselves in a way that is appropriate in upholding and building a positive image of the club at all times.

3.3. Administrators of the clubs official social media accounts agree to use password protocols, and agree that responsibility for protecting this password and access to the account (e.g. logging out effectively of browsers) remains their responsibility at all times. Any breech of this protocol must be immediately communicated to the club committee and steps taken to limit the impact.

3.4. Administrators of the clubs official social media accounts will agree not to act on any conflicts of interest, and must not promote their own products or services across the official social media accounts of the club unless expressly agreed in advance by the club committee.

3.5. Where an administrator is associated with more than one club, E.g. Rugby Coach, the committee reserve the right to restrict the promotion of activities through the official club channels to those relevant specifically to the club.

3.6. Administrators looking to endorse, promote or engage in a national campaign on behalf of official partners such as RFU or sponsors or unofficial partners such as community groups, must first seek approval from the club committee to mobilise the social media channel to this effect.

3.7. For the purpose of effective management and measurement, administrators will agree when requested to do so, to use relevant social media management tools/ protocols as requested by the club committee. The committee reserve the right to evolve these tools/ approaches in keeping with new trends and approaches to managing and being effective in social media delivery.

3.8. Administrators are encouraged to attend relevant training and workshops relevant to the delivery of social media on behalf of the club as deemed appropriate.

3.9 It is highly recommended that all Rugby Clubs as well as Tournament/Festival/Event organisers adhere to the appropriate standards relating to the publishing on images as detailed below:

- Use of parental permission for their child's image and wherever possible show the image to the parents and young person in advance. This ensures that they are aware of the way the image will be used to represent Rugby Union and the Club / CB
- Ask for the young person's permission to use their image. This ensures that they are aware of the way the image is to be used to represent Rugby Union and the Club / CB. If the individual is below consent, then the above shall be used
- If the player is named, avoid using their photograph.
- If a photograph is used, avoid naming the young person. Photographs could be captioned - another try for the (CLUB) or A (CLUB) player scores a converts 3 points.
- Only use images of young people in appropriate kit (training or playing), to reduce the risk of inappropriate use, and to provide positive images of the young people

- Encourage the reporting of inappropriate use of images of young people. If you are concerned, report your concerns to Buckinghamshire RFU's Safeguarding Manager or your Club Safeguarding Officer.
- Photographs must provide a positive image of the young people, and the game. Images of errors, injuries and altercations could bring the Club into disrepute.
- Clubs are advised not to post images – either officially or unofficially - on social networking sites which young people can access and tag thereby revealing more personal information about themselves.

3.10 It is clear to realise that all members of the club are subject to 2.0. Therefore any Club representative, Coach, Volunteer, Paid employee etc found to inappropriate use imagery that may bring players of rugby, match officials, SRFC etc into disrepute will face disciplinary action.

3.11 Any and all forms of image or video capturing devices are strictly prohibited to be used within and around any changing facilities. SRFC manages its own changing rooms for away and match officials. CCTV is provided by the Recreational Grounds Management Committee for security purposes which are not in direct viewing of changing rooms. These CCTC cameras are displayed towards the parking areas and pitch. There is a relationship between the EGMC to obtain any evidence to those who attempt to take imagery of those using changing rooms. Any misuse will be subject to disciplinary action. This includes those who are using the facilities.

## 4.0 SOCIAL MEDIA

4.1 Definition of Social Media. There are a number of online platforms where we can take advantage of positively displaying the game of Rugby and SRFC. The current social media platforms for SRFC are:

- WhatsApp (various groups relating to players and management)
- Facebook Pages
- Instagram
- TikTok
- Twitter

4.2 SRFC recognises that although the club may use various platforms as stated in 4.1, individuals may have other platforms to share electronic communication and imagery. It is expected that any posts that are made by individuals linking to the club follow this policy as well as the clubs code of conducts, safeguarding of children and vulnerable adults, data protection policy. If its brought to the attention that any individual that breaches these policies are subject to disciplinary action and in extreme cases reported to the Police.

4.3 Cyber Bullying. All reports of cyber-bullying and other technology misuses will be investigated fully and may result in notification to the police where SRFC is obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from membership of SRFC. Members must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the police over which SRFC will have no control.

4.4 Public platforms and forums. It should be understood that anyone who wishes to be involved in these areas that they are public. Therefore they may not comply with GDPR and may contain people who wish to abuse the rights of others. Some guiding principles are as follows:

- Members are expected to show respect to each other as well as other SRFC individuals. Core values are found in the clubs code of conducts and RFU
- Individuals are responsible for their own posts on their accounts, however if items on accounts are found to breach theses codes of conduct and safeguarding policies, they shall be reported.
- Respect everyones right to confidentiality
- Do not Re-post or Re-tweeting inappropriate content representing an endorsement again our core values
- Do not abuse, use vulgar or derogatory or sexual language

- Do not abuse, criticise or imply bias in match officials
- Respect the RFU, SRFC and Game's partners and sponsors
- Removal of such posts does not prevent disciplinary action
- Consider your audience and content before publishing

## 5.0 REPORTING

Any grievance or concern should be directed in person to the individual or or coaches. Matters of a more serious or contentious nature should be discussed with SRFC Committee, via the Club secretary, by emailing secretary@somertonrfc.co.uk or Club Safeguarding Officer safeguarding@somertonrfc.co.uk