



Bromley Rugby Football Club Social Media Policy

Introduction

Bromley Rugby recognises the important role social media in member communication if properly monitored, and is committed to the responsible management of social media for the benefit of all our members.

We are also aware that the Club can be held liable for material published by any employees during their employment or for third party comments and postings made in any Bromley Rugby online or social media forum.

In line with RFU Social Media Guidance (Appendix 1) this policy serves to:

- Clearly identify who is responsible for maintaining online and social media sites
- Set standards for content in line with RFU Core Values and Bromley Rugby Code of Conduct
- Establish a protocol for moderating social media and holding members to account for any breaches of the Club's Social Media Policy.

Social Media Member Guidance

In addition to the Social Media Policy, Bromley Rugby has published a code of conduct to remind members of their responsibility on and off the pitch and when using social media at Bromley Rugby.

Social Media Administrator Guidance

There are a group of Administrators responsible across all the Bromley Rugby social media sites (e.g. Facebook and Twitter)

Bromley Rugby will regularly update Social Media Administrators ensuring that they are aware of their responsibilities in monitoring and managing a social media group:

- Social media platform terms of use
- Adding / deleting members
- Promotions and advertising to members
- Acceptable / unacceptable content
- Safeguarding younger members
- Dealing with members / public complaints and problems
- Disciplinary action



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General Guidelines for Facebook and Twitter

- This is a public forum and should be treated as such
- Individuals and organisations are strictly responsible for any posting on their accounts
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable by the Club
- Do not use abusive, derogatory, vulgar or sexual language
- Do not criticise or imply bias in match officials
- At all times, exercise discretion and respect for clubs, players, fans and the game's partners
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken
- Consider 'protecting' Tweets and changing security / visibility of Facebook accounts

Bromley Rugby Club Twitter Account

Bromley Rugby Club has a club wide Twitter account which are used across the membership for sharing of general Club news and events. This is a public forum and should be treated as such.

- The Communication Manager and nominated Administrators are accountable for the monitoring and management of the Club Twitter Account.
- The Communication Manager is responsible for ensuring that all Social Media Administrators are aware of the Bromley Rugby Club Social Media Policy: their responsibilities in monitoring and managing the Club Twitter Account
- All content and comments must comply with the Bromley Rugby Social Media Policy, Bromley Rugby Code of Conduct and RFU Core Value

Bromley Rugby Club Closed Facebook group / pages

Bromley Rugby Club has a large club wide closed Facebook groups and pages, which are used across the membership for sharing of general Club news and events

- The Communication Manager and nominated Facebook Administrators are accountable for the monitoring and management of the Club Facebook groups and pages.
- The Communication Manager is responsible for ensuring that all Facebook Administrators are aware of the Bromley Rugby Club Social Media Policy: their responsibilities in monitoring and managing the Club Facebook groups and pages.
- All content and comments must comply with the Bromley Rugby Social Media Guidelines, Bromley Rugby Code of Conduct and RFU Core Values



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Bromley Rugby Club Facebook groups and pages guidelines

The Bromley Rugby Facebook page is used for the public sharing of approved external news and events

- The Communications Manager and nominated Facebook Administrators are accountable for the monitoring and management of the Club Facebook groups and pages.
- The Communication manager is responsible for ensuring that all Facebook Administrators are aware of the Bromley Rugby Social Media Policy
- The Communications Manager is responsible for ensuring that all Facebook Administrators are aware of their responsibilities in monitoring and managing the Facebook page or group, specifically:
 - Promotions and advertising
 - External communications to respond to public queries
- All content and comments must comply with the Bromley Rugby Social Media policy, Bromley Rugby Code of Conduct and RFU Core Values.

Bromley Rugby Club Closed Facebook Age / Team Groups

Most age groups and team at Bromley Rugby regularly use closed Facebook groups or pages for members

- First checking that a group or page does not already exist, members are not permitted to set up new Facebook pages or groups without the consent of the relevant Age Group / Team Manager
- The Age Group / Team Manager retain ultimate accountability for the setting up, monitoring and management of the Age / Team Group Facebook pages or group, regardless of who executes and administers the setting up of the Facebook pages or group.
- The Age Group / Team Manager is responsible for ensuring that all Administrators are aware of the Bromley Rugby Social Media Policy.
- All contents and comments must comply with the Bromley Rugby Social Media Policy, Bromley Rugby Code of Conduct and RFU Core Values

Safeguarding Young Members

Bromley Rugby is committed to providing a safe, secure and supportive for young members online

- At Bromley Rugby we want to encourage the sharing of photographs, match reports and information using common sense when it comes to our young players
- Bromley Rugby commitment to safeguarding our children includes online safety. Personal information that can lead to a child being identified (school / full name / address/ email) should never be used



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- Bromley Rugby parents as part of the registration process will have given / not given their consent for photographs to be shared and photographs should always be of the activity and the team, not of one individual.
- Members must be 13 years or older to join a Bromley Rugby Facebook or Twitter account.
- Concern about the safety or conduct of children and any Bromley Rugby Social Media should be referred to the Bromley Rugby Club Safeguarding Officer

Discipline

Bromley Rugby members are held to the same high standards of behaviour both on and off the field. Disciplinary action may be taken against any member who contravenes the Club Social Media Guidelines:

- Unacceptable content will be deleted
- Membership on the Social Media Group or platform will be suspended.
- Depending on the severity of the action, disciplinary action can include a disciplinary hearing and suspension of Club membership



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Appendix 1 RFU Guidance: Social media for clubs

Social networking, such as Twitter, Facebook, internet blogs and other online sites, offers tremendous opportunities for rugby to communicate and engage with a growing audience as well as its existing members, supporters and players.

The RFU is keen to promote the safe and responsible use of social networking technology but also to make its members aware of the potential risks and to share best practice.

Participants should be aware that comments, which bring the game into disrepute, or are threatening, abusive, indecent or insulting, might lead to disciplinary action.

Comments that include a reference to a person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability may attract a high disciplinary sanction.

Comments can also attract civil and criminal action. Nearly 5,000 offences involving Facebook and Twitter were reported to police in 2012 and 653 people charged.

General guidance

- These are public forums, so treat them as such
- Individuals and organisations are strictly responsible for any posting on his/their account/s
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable
- Do not use abusive, derogatory, vulgar or sexual language
- Do not criticise or imply bias in match officials
- At all times, exercise discretion and respect for clubs, players, fans and the game's partners
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken
- Consider "protecting" Tweets and changing security/visibility of Facebook accounts

Clubs and Constituent Bodies

Clubs and Constituent Bodies (CBs) should be aware that they can be vicariously liable for material published by employees in the course of their employment, for example on an official website, Facebook site or Twitter feed, or published by employees outside work via a work email address or a work Twitter handle.

Clubs can also be liable for third party comments and postings made in their website forums or on their Facebook pages.

We recommend that clubs and CBs:

- Clearly identify who is responsible for posting and maintaining social networking and internet sites



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- Set standards for content generated in line with the RFU's Core Values and the guidelines above
- Establish protocols for monitoring output, moderating content in online forums and removing offensive postings
- Hold members to account for any breaches

Safeguarding

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.

The RFU works closely with the NSPCC's Child Protection in Sport Unit, which provides comprehensive guidance and resources relating to this issue [here](#) (PDF332kB)

Players and officials

Individuals need to understand that they are personally responsible and liable for their comments and postings. At all times you should exercise discretion and be respectful of other players, teams, officials, organisations and brands. What you regard as "banter" could be regarded as embarrassing or hurtful by a wider audience and bring the game into disrepute.

In short, follow the general guidelines above and:

- Don't comment if you have any concerns about the consequences
- Don't link to unsuitable content
- Don't get into disputes with audience
- Don't share or elicit personal detail

But

- Do show your personality and be approachable
- Do share your achievements
- Do let people know what it is like to be a player/official
- Do post regular comments to grow and engage with an audience