

Social Media Policy

Social networking sites such as Facebook, YouTube, Twitter are an established pathway to keep in touch and share messages. However, everyone in the club must be mindful of the impact of a post that may bring Knutsford Rugby Club into disrepute or cause any distress to any other member. This policy is shaped to protect the reputation of the club and all members within the club.

GUIDANCE

We need to share best practice and so any comments posted on social media, which bring the game into disrepute, or are threatening, abusive, indecent or insulting, may 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.

CONTENT

Content posted across official social media accounts must be relevant, age appropriate and uphold the club's reputation at all times. Appropriate agreements have been sought on any photographs or film footage uploaded and shared within social media environments across the official accounts.



SAFEGUARDING

Children under the age of 13 are not permitted to establish a Facebook account. The nature of social media and cookie tracking in digital environments puts children under this age at considerable risk. No official club social media channel or Administrator of the club's official accounts will use social media to communicate or engage with children aged under 13. For further information please see the CPSU guidelines for protecting children in digital environments

MEMBERS

Must not by their actions jeopardise the privacy of any member associated with the club. Data gathered through social media channels should not be published without the consent of the membership. This includes allowing members the option of opting out of any social media directory produced. Confidentiality must be upheld across the club social media channels at all times.

Social Media Policy Details

Knutsford Rugby Club recognises the impact of social networking and whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all members will conduct themselves in such a way as to avoid bringing Knutsford Rugby Club into disrepute or compromising its effectiveness.

This policy has been prepared to protect the privacy, confidentiality and interests of Knutsford Rugby Club. This policy only applies to club related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However all members are asked to respect the privacy, confidentiality and propriety of Knutsford Rugby Club and those working on their behalf, and not post anything that might be considered to breach this.

Please note, members should take care when discussing information relating to Knutsford Rugby Club affairs as discussions can sometimes be misinterpreted and could potentially put other members or the public at large at risk. All members should be aware that any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability.

All members must take account of the following before posting to the internet, including engaging in blogging or the use of forums, video sharing or social networking sites.

Whilst it is a personal decision, it is suggested that members do not disclose their position as a KRUF C employee or volunteer. Members should be aware that the management team takes the posting at any time of offensive material, and the harassment, bullying or victimisation of members via the Internet and social networking sites very seriously.



Be mindful of the impact of social media Details

As a guidance please consider any posting which may affect the club; Do not share any confidential information or information belonging to Knutsford Rugby Club which is not in the public domain or expand upon such information already available in the public domain.

Do not write a blog which may appear as an official publication without the approval of the management team. If material is published on social media as a personal view it cannot be associated with any marketing collateral that may infer an official endorsement.

Do not post any offensive images, comments or in any way harass, intimidate, bully, victimise or discriminate against other members.

Management team responsibilities Details

Knutsford Rugby Club recognises the impact of social networking and whilst there is no intention to All management team members have a duty to implement this policy and take action if they become aware of any breach of this policy and should explain the club's policy on the use of social media and networking sites and take steps to promote awareness of this policy.

If you are a member who believes that you are being harassed, bullied or victimised as a result of another member's post to an Internet site, it is open to you to take the necessary action. Please contact the chairman of the committee or another committee member for support and guidance on the informal and formal action that can be taken.

Any member found to be in breach of the above might be subject to disciplinary action. If they are also found to be in breach of the Data Protection Act 1998 or other relevant legislation or copyright, it could lead to criminal proceedings and prosecution.



Guidance in working with children Details

All coaches, members and supporters in a position of trust and/or responsibility should not be in contact with young people through social networking sites if they hold such a position in respect of that individual young person.

Should a young person in the club request to become a named friend on your social networking site or request that you become a named friend on the young person's social networking site you should decline if:

- You are in a position of responsibility in respect of that child.
- You hold a position of trust and responsibility in the club.
- Your contact with the child is through Knutsford Rugby Club and the parent/guardian of the child does not give their consent to such contact.

The social network site should never be used as a medium by which to abuse or criticise RFU members or Knutsford Rugby Club, and to do so maybe in breach of RFU and club Rules and Regulations.

The publishing of a photograph or video footage on a social networking site is governed by the same requirements as those contained in the RFU Photography Policy and Knutsford Rugby Club safeguarding policy.