



## **Social Media Policy**

Bannockburn RFC recognises the important role of social media in member communication if properly monitored, and is committed to the responsible management of social media for the benefit of all of 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 Bannockburn RFC online or social media forum.

In line with SRU Social Media Guidance this document 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 Bannockburn Rugby Codes of Conduct
- Establish a protocol for moderating social media and holding members to account for any breaches of our Social Media Policy or Guidelines

### **Social Media Member Guidance**

In addition to this Social Media Policy, Bannockburn RFC has published the following documents to remind members of their responsibilities on and off the pitch and when using social media at Bannockburn RFC:

- Social Media Guidelines

Common sense guidelines for the positive use of social media at Bannockburn RFC

- Codes of Conduct

Codes of Conduct in line with SRU Core Values promoting respect and not engaging in action, which would bring the club into disrepute

### **Social Media Admin Guidance**

There are a large group of Admins responsible across all the Bannockburn RFC social media sites (e.g. Facebook, Twitter and YouTube)

Bannockburn RFC will regularly publish guidelines to all official Social Media Admins ensuring that they are aware of their responsibilities and our protocols in monitoring and managing a social media group:

- o Social media platform terms of use

- o Adding / deleting members
- o Promotions and advertising to members
- o Acceptable / unacceptable content
- o Safeguarding younger members
- o Dealing with member / public complaints and problems
- o Disciplinary action

### **Bannockburn RFC Closed Facebook Group**

Bannockburn RFC has a large club-wide closed Facebook Group, which is used across the membership for sharing of general Club news and events.

- Nominated Facebook Group Admins are accountable for the monitoring and management of the Club Facebook Group
- Nominated Facebook Group Admins are responsible for ensuring that they are aware of the Bannockburn RFC Social Media Guidelines; their responsibilities and our protocols in monitoring and managing the Club Facebook Group
- All content and comments must comply with the Bannockburn RFC Social Media Guidelines, Bannockburn RFC Codes of Conduct and SRU Core Values

### **Bannockburn RFC Facebook Page**

The Bannockburn RFC Facebook Page is used for the public sharing of approved external news and events.

- The Communication Manager and nominated Facebook Page Admins are accountable for the monitoring and management of the Club Facebook Page
- The Communication Manager is responsible for ensuring that all Facebook Page Admins are aware of the Bannockburn RFC Social Media Guidelines
- The Communication Manager is responsible for ensuring that all Facebook Page Admins are aware of their responsibilities and our protocols in monitoring and managing the Facebook Page,

specifically:

- o Promotions and advertising
- o External communication to respond to public queries

- All content and comments must comply with the Bannockburn RFC Social Media Guidelines, Bannockburn RFC Codes of Conduct and SRU Core Values

## **Bannockburn RFC Closed Facebook Age / Team Groups**

Most age groups and teams at Bannockburn RFC regularly use closed Facebook groups for member communication.

- First checking that a group does not already exist, members are not permitted to set up new Facebook Group without the consent of the relevant Age Group / Team Manager
- The Age Group/ Team Manager retains ultimate accountability for the setting up, monitoring and management of the Age /Team Group Facebook Group, regardless of who executes and administrates the setting up of the Facebook Group.
- The Age Group / Team Manager is responsible for ensuring that all Group Admins are aware of the Bannockburn RFC Social Media Guidelines
- All content and comments must comply with the Bannockburn RFC Social Media Guidelines, Bannockburn RFC Codes of Conduct and SRU Core Values.

## **Safeguarding Young Members**

Bannockburn RFC is committed to providing a safe, secure and supportive environment for young members online.

- At Bannockburn we want to encourage the sharing of photographs; match reports and information using common sense when it comes to our younger players.
- Bannockburn RFCs commitment to safeguarding our children includes online safety. Personal information that can lead to child being identified (school/ full name/ address/ email) should never be used.
- Bannockburn parents as part of the registration process will have given/ not given their consent for photos 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 Bannockburn RFC Facebook or Twitter account.
- Concerns about the safety or conduct of children and any Bannockburn RFC social media should be referred to the Bannockburn RFC Child Protection Officer.

## **Discipline**

Bannockburn RFC 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 our Social Media Guidelines:

- Unacceptable content will be deleted.
- Membership to the social media group or platform will be suspended.
- Depending on the severity of the action, disciplinary matters will be referred to the responsible Management Committee member and disciplinary action can include a disciplinary hearing and suspension of Club membership

**FAMILY RESPECT PRIDE TOGETHERNESS DISCIPLINE**