

## POLICY & PROCEDURE SBRU041: SOCIAL MEDIA POLICY

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### Definitions

- Sunnybank Rugby Club: Sunnybank Rugby Club will encompass Sunnybank Senior Rugby Club (SSRC) and Sunnybank Junior Rugby Club (SJRC).

### 1. Introduction

#### 1.1. Purpose

The purpose of this policy is to confirm the principles and requirements for all persons associated with Sunnybank Rugby Club (SBRU) to follow when utilising social media. With the rapid growth and application of social media, SBRU recognises the need to have a policy which ensures that those who use social media, either as part of their job, association with SBRU or in a personal capacity, have guidance on the organisation's expectations where social media are used.

SBRU encourages its employees, players, volunteers, supporters and affiliates to participate in social media in ways that do not bring SBRU into disrepute or imply SBRU endorsement of personal views.

#### 1.2. Scope and Context

This Policy applies to all persons associated with the SBRU (employees, officials, players, volunteers, supporters.....). Social media provides opportunities to network, to build communities and to encourage dialogue through exploration and consideration of diverse thoughts and views. SBRU embraces the use of social media by the above-named groups to connect with each other as a broader community of rugby supporters, business partners, alumni, past members and players, colleagues as an important tool of community and business engagement.

*Social media is defined as any social networking/multimedia sharing/microblogging/forum/group/social messaging website or applications. It includes, but is not limited to, photos, posts and comments on Facebook, Twitter, Instagram, LinkedIn, YouTube, Google+, WhatsApp, Snapchat, Tinder and more. It also refers to any other websites that allow individual users to enable simple publishing tools to post or endorse comments or opinions.*

Many forms of social media are not public, and SBRU cannot see with whom individuals and groups interact. However, these people may be able to save an activity (via screenshot etc.). Once something is posted, you as the sender are not able to retract it – once 'send' is hit, a message becomes public information (regardless of whether it was posted on a private forum) and can be then forwarded to others and reported by the media.

## 2. Policy Statement

Personal and professional use of social media by SBRU people listed in 1.1 must not:

- a) Bring SBRU into disrepute;
- b) Compromise the effectiveness of SBRU;
- c) Defame or denigrate individuals or organisations;
- d) Imply SBRU endorsement of personal views; or
- e) Disclose, without authorisation, confidential or commercial information

This Policy applies to all social media.

SBRU expects that all persons associated with SBRU who contribute to social media will familiarise themselves with this Policy and will act responsibly in references to SBRU in their social media and online activities.

This Policy should be read in conjunction with all other SBRU Policies especially the Member Protection Policy and Codes of Conduct.

## 3. Principles

The following five principles apply to the use of social media for all SBRU personnel:

- a) Show respect for human dignity and adhere to SBRU's mission and values;
- b) Do not use social media to bring SBRU, staff, volunteers, business partners or affiliates into disrepute;
- c) Do not imply SBRU endorsement of personal views;
- d) Ensure confidentiality of information obtained through SBRU is maintained; and
- e) Do not use social media to the detriment of SBRU's professional activities.

## 4. Players and Coaching Staff

Players and coaching staff are expected to adhere to SBRU's Social Media Policy as a whole. However, SBRU acknowledges the unique requirements that come with a public profile and so the below requirements also apply.

### 4.1 Acceptance of SBRU Accounts

To assist SBRU with communication, all team Facebook pages or groups will be connected to either the SJRC or the SSRC Facebook Page based on the team or age grade. Teams are not allowed to set up new groups or pages for managing the relevant Sunnybank team or age grade.

These accounts have been set up to help monitor social media behaviour to protect the reputation of the players and the organisation.

### 4.2 Examples of Unacceptable Social Media Conduct

The following content and behaviour are strictly prohibited and provide examples of unacceptable conduct. It should be noted that this is not an exhaustive list:

- Use of offensive usernames ;
- Offensive Posts, including language such as swearing or offensive gestures; The use of bleeped-out profanities, e.g.: S\*\*t is not allowed;
- Breaches of another’s privacy;
- Hate speech;
- Content that is derogatory or insensitive to individuals or groups based on race, colour, ancestry, gender, sexual orientation, national origin, age, disability, or religion – including, but not limited to slurs, jokes, stereotypes or other inappropriate remarks;
- Content that contains obscene or sexually explicit language, images, or acts or nudity;
- Defamatory, disrespectful, discriminatory or harassing content;
- Posts that are misleading, false or injure the reputation of another person or organisation;
- Acts, threats or suggestions of criminal, antisocial or violent behaviour;
- Presence of weapons;
- Consumption, use or the promotion of tobacco or other drugs;
- The implication of intoxication, excessive/binge drinking – no drinks in hand; Consumption, use or the promotion of alcohol (after midnight or midweek in-season, when on Queensland Rugby Union-sanctioned tour, any other times as advised);
- Intoxicated posting (if you are unable to legally drive, avoid using social media);
- Tweeting/posting a photo of personnel (excludes permissions required of SBRU’s Communications/Marketing Sections) without their permission;
- Publication of personal information of teammates like mobile numbers; email address, home address or other personal information;
- Tweeting/posting on someone else’s behalf, using their profile or impersonating them;
- Negative comments/posts about products/services relating to SBRU’s sponsors and partners ;
- Unknowingly or intentional promotion or endorsement of a competitor’s product;
- Providing opinion on areas outside of your expertise (e.g. politics, legal decisions); a well-intentioned joke could be deemed offensive to some anything that is deemed to have the potential to bring the game or SBRU into disrepute;
- Re-posting or endorsing any other social media post from other accounts that include any of the above prohibited content and behaviour;
- Posting team sensitive information; including but not limited to tactics, team selection, injury news, players signing, players departing;
- Posting negative comments or interaction on the operations, decisions or performance of Rugby stakeholders globally; including but not limited to coaches, players, administrators or any official (including the referee);
- Commenting negatively on outcomes or matters of RA, QRU, BJRU, World Rugby or other judicial hearings;
- Posting of inner sanctum content, including, but not limited to, team meetings, or commercial information.

If you become aware of any negative comments made about SBRU or their affiliates, do not respond directly, however, you must inform the SBRU Director of Operations as soon as possible;

### **4.3 Embargo Periods**

SBRU may enforce a social media embargo in accordance with business needs and players and coaching staff are required to adhere to any specific instructions during this time.

Embargo periods may include, but are not limited to:

- Crisis management Tour;
- Gala events;
- End of season social activity/events;
- Consumption, use or the promotion of alcohol (after midnight or midweek in-season, when on SBRU - sanctioned tour, any other times as advised); and
- Game Day(s).

#### **4.4 Game Day Social Media**

Social media can be used on game day, with the following restrictions:

- Players as part of 23 team members are not to use social media from two hours prior to kick-off until after the post-match team meeting;
- Injured and non-23 players seated in the stadium or away from the venue are encouraged to use social media appropriately and in accordance with this Policy;
- Team sensitive information; including but not limited to team selection, injury news, players signing, players departing must not be divulged prior to the SBRU Official account/s.

### **5 Consequences of Breach**

Failure to adhere to this Policy will be regarded as a serious breach of this and related SBRU Policies. Failing persons may be subject to disciplinary action which may include termination of membership, deregistration, or dismissal from employment. Where inappropriate use under this Policy constitutes a breach of any law, action may also be taken in accordance with that law by SBRU or concerned third parties.

#### **Policy Review**

SBRU may vary or rescind any policies or procedures from time to time at its absolute discretion and without any limitation of its capacity to do so.