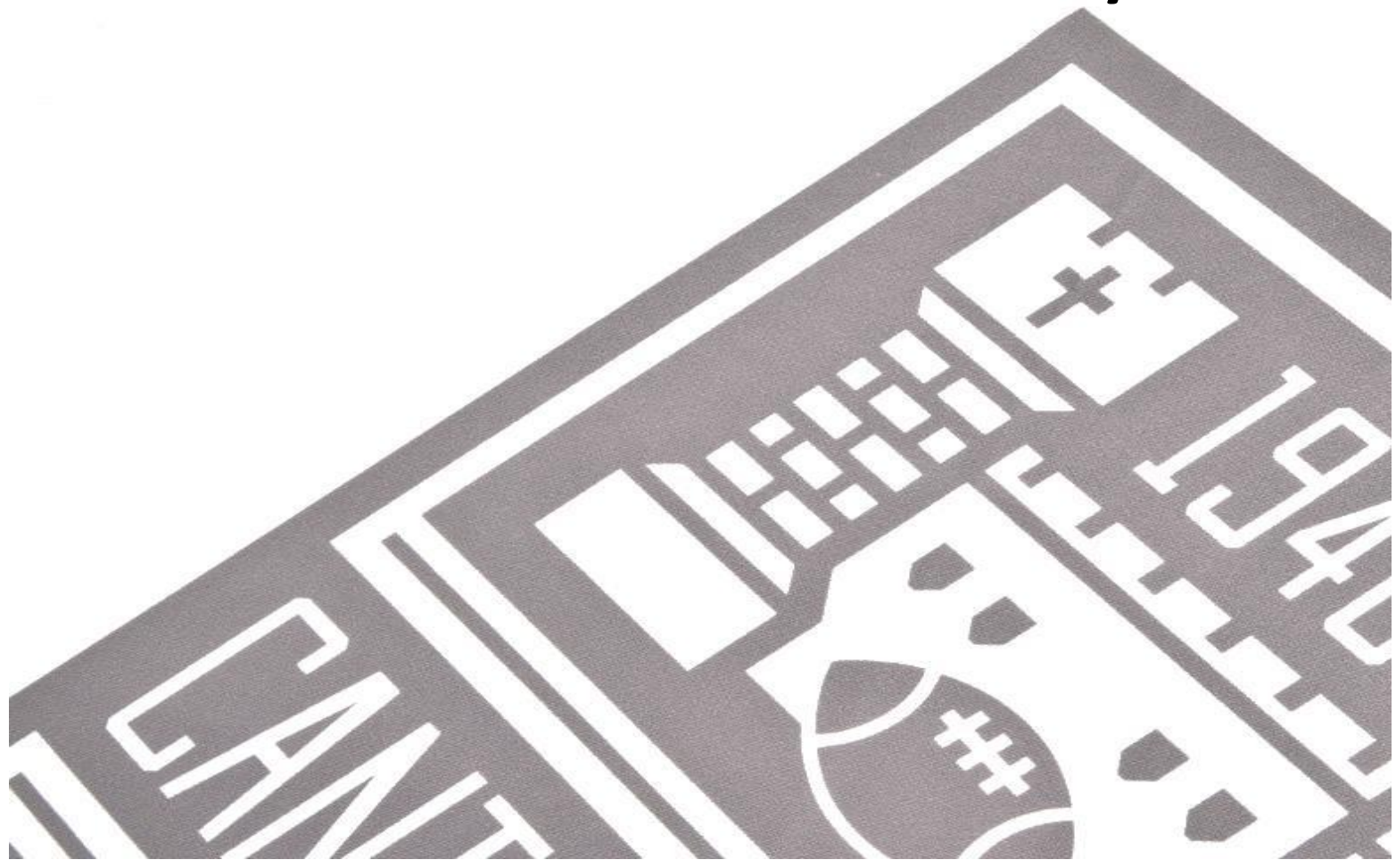




Social Media Policy



Cantabrigian RUFC 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 Cantabrigian RUFC online or social media forum.

In line with RFU 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 Cantabrigian RUFC 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, Cantabrigian RUFC has published the following documents to remind members of their responsibilities on and off the pitch and when using social media at Cantabrigian RUFC:

- **Social Media Guidelines** - Common sense guidelines for the positive use of social media at Cantabrigian RUFC.
- **Codes of Conduct** - Codes of Conduct in line with RFU 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 Cantabrigian RUFC social media sites (e.g. Facebook, Twitter and Instagram). Cantabrigian RUFC 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:

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

Cantabs Rugby Club Facebook Page

The Cantabs Rugby Club Facebook Page is used for the public sharing of approved external news and events.

- The Chairman and nominated Facebook Page Admins are accountable for the monitoring and management of the Club Facebook Page
- The Chairman is responsible for ensuring that all Facebook Page Admins are aware of the Cantabrigian RUFC Social Media Guidelines.
- The Chairman 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:

- Promotions and advertising
- External communication to respond to public queries
- All content and comments must comply with the Cantabrigian RUFC Social Media Guidelines, Cantabrigian RUFC Codes of Conduct and RFU Core Values

Cantabrigian RUFC Closed Facebook Age / Team Groups

Most age groups and teams at Cantabrigian RUFC 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 Cantabrigian RUFC Social Media Guidelines
- All content and comments must comply with the Cantabrigian RUFC Social Media Guidelines, Cantabrigian RUFC Rugby Codes of Conduct and RFU Core Values.

Safeguarding Young Members

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

- At Cantabrigian RUFC we want to encourage the sharing of photographs; match reports and information using common sense when it comes to our younger players.
- Cantabrigian RUFC 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.
- Cantabrigian 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 Cantabrigian RUFC social media account.
- Concerns about the safety or conduct of children and any Cantabrigian RUFC social media should be referred to the Cantabrigian RUFC Safeguarding Officer or Assistant Safeguarding Officer.

Discipline

Cantabrigian RUFC 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 Committee member and disciplinary action can include a disciplinary hearing and suspension of Club membership.

Signed

Date

Version: 1