



Dronfield Rugby Union Football Club
Gosforth Fields
Bubnell Road
Dronfield Woodhouse
Derbyshire
S18 8QY
www.dronfieldrugby.co.uk

SOCIAL MEDIA POLICY & GUIDELINES

Policy Statement

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.

Dronfield Rugby Union Football Club (DRUFC) encourage 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, 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.

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.

Dronfield Rugby Union Football Club (DRUFC) 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.

Dronfield Rugby Union Football Club (DRUFC) can also be liable for third party comments and postings made on their website forums or on their Facebook pages.



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Dronfield Rugby Union Football Club (DRUFC) will:

Monitor content on all social networking and internet sites related to the club.

Set standards for content generated in line with the RFU's Core Values and the guidelines.

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.

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 and club 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