



STAINES RUGBY FOOTBALL CLUB LIMITED

SOCIAL MEDIA POLICY & PHOTOGRAPHIC POLICY

INTRODUCTION

Members of Staines Rugby Football Club (SRFC) enjoy the opportunities and rewards of a community based sports club combined with affiliation to county and national rugby union associations. It is subsequently expected that members will uphold the ethos of the Club in all social media interactions and use of photographic materials, including any recordings. Members will not act in such a way that the image of SRFC is brought into disrepute nor in a way that harms its immediate and wider rugby community. Social media can be, when appropriate, an effective tool and is commonly used by the SRFC community to express their views, comments, ideas and criticism on whole range of issues. SRFC understands that publicity and pictures of people of any age enjoying rugby are essential to promote the Club and the sport. To facilitate this, the Club has adopted the principles and rules of the Rugby Football Union (RFU) Photographic Policy. SRFC expects members to use social media and photographic materials in a respectful and responsible manner. Social media and photographic materials should not be used to insult, present offensive or inappropriate content or to misrepresent the Club or any member of SRFC or the external rugby community.

RATIONALE

The purpose of this policy is to set standards of behavior for the use of social media and photographic materials that are consistent with the broader values and expectations of the SRFC community.

DEFINITION

Social media – refers to all social networking sites, such as Facebook, Twitter, LinkedIn, Google+, Formspring, YouTube, MySpace, MSN, Stumbleupon, Whatsapp, Snapchat, etc. and includes e-mail and mobile devices. It covers photographic images, whether taken by mobile telephone, camera, or other devices.

Photographs - The eight golden rules from the Rugby Football Union (RFU) Policy on photographic images are as follows:

1. Ensure parents/guardian/young person/adult have granted their consent for the taking and publication of photographic images and have signed and returned the Permission Slip included in the annual registration form where appropriate.
2. All young people must be appropriately dressed for the activity taking place.



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3. Photography or recording should focus on the activity rather than a particular young person and personal details which might make any person, particularly a young person, vulnerable, such as their exact address, must never be revealed.
4. Where an individual has achieved success in the game (e.g. when selected for representative side or showing triumph over adversity) permission must be gained from adult/parent/guardian and young person to use photographs/recordings and relevant details.
5. Where possible, to reflect the RFU/RFUW Equity Policy, photographs/recordings should represent the diverse range of people participating in rugby.
6. Anyone taking photographs or recording at any rugby event must have a valid reason for doing so and seek the permission of the organisers/persons in charge.
7. Anyone taking photographs or recording should make themselves known to the event organisers/persons in charge and be able to identify themselves if requested during the course of the event.
8. All concerns regarding inappropriate or intrusive photography should be reported in confidence to the RFU Safeguarding Manager via the Rugby Club or Constituent Body Safeguarding Manager.

In relation to photographic materials, SRFC recognises the need to ensure the welfare and safety of all young people in Rugby Union. As part of our commitment to ensure the safety of young people we will not permit photographs, video or other images including those taken via mobile phones of young people to be taken or used without the consent of the parents/carers and the young person.

SRFC will take all steps to ensure that any images are used solely for the purposes they are intended which is the promotion and celebration of the activities of the Club.

If you become aware that these images are being used inappropriately you should inform the Club Safeguarding Officer.

The images may be published on the website <http://www.stainesrugby.co.uk> or on the Club's official social networking sites such as Facebook.

The Club cannot take responsibility for pictures or other material published on other websites or publications outside the Club's control.

Members are reminded that if they submit for publication or post on a website any pictures or other material containing other players that they are not directly responsible for, they must have permission of the players parent/carer concerned.



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Naming of Young Players in Photographs (Tagging).

The full names of young players should not be used to tag images on Websites that have no access control and can be accessed by the general public unless written permission has been obtained from the player's parent or carer. It is suggested that player only be identified by their first name and one or two characters from their surname to differentiate them from players with similar surnames. Nicknames unrelated to surnames may be used.

If at any time either the parent/carers or the young person wishes the data or photograph to be removed from the website, the Webmaster and/or the Club Safeguarding Officer should be informed immediately: webmaster@stainesrugby.co.uk safeguarding@stainesrugby.co.uk

SCOPE

The policy applies to members of SRFC.

RIGHTS AND RESPONSIBILITIES

Members are expected to show respect to others, including members of the SRFC and the wider rugby community. Members are also expected to give due respect to the reputation and good name of SRFC.

COMMUNICATIONS

All contact to under 18s must be through parent/carers.
Care should be taken with group communications, use of bcc is strongly advised.

When using social media, members are expected to ensure they:

- Respect the rights and confidentiality of others;
- Do not impersonate or falsely represent another person;
- Do not bully, intimidate, abuse, harass or threaten others;
- Do not make defamatory comments;
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the SRFC community;
- Do not post content that is hateful, threatening, pornographic or incites violence against others;
- Do not post content that harms the reputation and good standing of SRFC or those within its community.

BREACH OF THIS POLICY

A breach of this policy may also involve a breach of other SRFC policies and should be read in conjunction with the:

- Players' Code of Conduct
- Parents' Code of Conduct
- Coaches and Managers' Code of Conduct



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A breach of this policy will be considered by the Executive Management Board or their delegates and will be dealt with on a case by case basis.

All reports of cyberbullying and other technology misuses will be investigated fully and may result in notification to the police where SRFC is obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from membership of SRFC. Members must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the police over which SRFC will have no control.

For more information on social media tools and their policies (the list is not exhaustive):

Facebook Privacy

How to set Facebook privacy

Google Policies

Twitter Policy