



Eltham Rugby Union Football Club- Management Committee

ERUFC SOCIAL MEDIA POLICY

INTRODUCTION

Members of Eltham Rugby Union Football Club^{Inc} (ERUFC) enjoy the opportunities and rewards of a community based sports club combined with affiliation to state and national rugby union associations. It is subsequently expected that members will uphold the ethos of the club in all social media interactions. Members will not act in such a way that the image of ERUFC 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 ERUFC community to express their views, comments, ideas and criticism on a whole range of issues. ERUFC expects members to use social media in a respectful and responsible manner. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent the club or any member of ERUFC or the external rugby community.

RATIONALE

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

DEFINITION

Social Media – refers to all social networking sites such as Facebook, Twitter, LinkedIn, Google+, Formspring, YouTube and MySpace, MSN, Stumbleupon and includes email and mobile devices

SCOPE

This Policy applies to members of ERUFC

RIGHTS AND RESPONSIBILITIES

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

When using Social Media, members are expected to ensure that 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 ERUFC 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 ERUFC or those within its community;

BREACH OF THIS POLICY

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

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

A breach of this policy will be considered by the management committee, or their delegates, and will be dealt with on a case by case basis.

All reports of cyber bullying and other technology misuses will be investigated fully and may result in notification to the police where the ERUFC is obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from membership of ERUFC. 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 ERUFC will have no control.