



Introduction to Social Media Policy

Introduction

A Social Media Policy has been produced and agreed by the Club's Executive Committee as a consequence of a number of 'events'. Some while ago the Executive Committee recognised that there were some issues if unauthorised Facebook profiles/pages concerning the Club were not closed, and indeed some were identified and closed in an 'informal' manner. In more recent times the Club was notified by the Hampshire Rugby Football Union that it regularly 'trawls' social media associated with its Clubs looking for inappropriate content of Facebook profiles/pages and such as Twitter etc posts. The HRFU discovered very inappropriate photos put on Facebook by Club members a while ago, and there was an incident where members entered inappropriate dialogue on to another Club's social media in a puerile attempt to 'wind up' players of that Club. This all means that the Executive Committee must exercise more 'formal' control of any social media identified as associated in any way with the Club, and set down some dos and don'ts in a Social Media Policy.

The Club recognises that there is no doubt that social media can bring substantial benefit to an individual or organisation if managed appropriately. However, if not managed appropriately misuse of social media could well be a public relations nightmare for the Club, and depending on the circumstances, mean that it would face legal or 'regulatory' action. *Remember that social media is an area of public comment, and anyone is liable for any comment, photo, video, etc they make/post in this sphere as if the same was being made in/communicated with the press/media*.

Those persons responsible for social media profiles, pages, etc. identified as associated with the Club must before any operation submit case details for 'formal' approval by the Executive Committee. This also applies to Rushmoor Sunday Football Club which is based at the Club. The case details must include:

- information on the purpose of the social media profile, page, whatever,
- information on the Club members who will be allowed access to the social media profile, page, whatever,
- the name and contact details of the administrator/controller (who will be responsible for policing the social media profile, page, whatever, and reporting any 'anomalies' to the Executive Committee),
- confirmation that the social media profile, page, whatever, will be 'closed' (i.e. only accessible to nominated members),
- confirmation that the social media profile, page, whatever will be appropriately 'locked down' by using the best security settings that are possible,
- confirmation that all content of the Club's Social Media Policy, will be adhered to.

The full Club Social Media Policy can be found at ([Simon W to enter link to Club website](#)).

Currently here are only three Facebook profiles/pages that have been formally approved by the Executive Committee. These are for the 1st XV, the 2nd XV and Entertainments – each with an agreed 'controller'. Any member running a Facebook profile/page (or such as a Twitter 'account') that has not been formally approved by the Executive Committee, or thinks that they have a case for another Facebook profile/page (or such as a Twitter 'account'), then they should submit a documented case to the Executive Committee containing the required information (see above), and not go any further until 'written' approval is received from the Executive Committee. Cases should be e-mailed to the Club Secretary, Craig Goodwin, at rugby@theukgoodwins.com.

Overall, all members must fully comply with the social media policy. Compliance with this policy is a condition of membership and any non-compliance will be subject to the Club's disciplinary procedures. The Executive Committee has the right to take appropriate action in the event of any member breaching the terms of this policy.