



Eastern Counties Rugby Union Social Media Policy



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 ECRU community. It is subsequently expected that you will uphold the ethos of the ECRU in all social media interactions. And in addition will not act in such a way that is prejudicial to the interests of the RFU and/or in conflict with RFU core values, the Game or the image of ECRU 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 ECRU community to express their views, comments, ideas on a whole range of issues. ECRU expects 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 ECRU or any member of ECRU, member clubs, the RFU or the external rugby community or members.

DEFINITION

Social Media – refers to all social networking sites such as, but not limited to: - Facebook, Twitter, LinkedIn, Google+, YouTube, Snapchat, Pitchero, Instagram and includes email and other electronic messaging services.

SCOPE

This Policy applies to all ECRU staff, members, officers, committee and sub-committee members, representative team managers, coaches and support staff of ECRU or users of any social media run by or affiliated to ECRU. It also includes any use of Social media for personal use where comments and postings reflect unfavourably on ECRU, the RFU, member clubs or those affiliated to such bodies.

RIGHTS AND RESPONSIBILITIES

You are expected to show respect to others, including members of the ECRU and wider rugby community. You are also expected to give due respect to the reputation and good name of ECRU. 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 ECRU 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 ECRU or those within its community

BREACH OF THIS POLICY

A breach of this policy may also involve a breach of other ECRU policies, RFU regulations and/or UK law.

Any breach of this policy will be considered by the ECRU disciplinary committee under RFU regulation 5.12, and will be dealt with on a case by case basis. Sanctions may include, but are not limited to, suspension, removal of position, or banning from membership of ECRU.

All reports of cyber bullying and other technology misuses will be investigated fully and may result in notification to the police where the ECRU is obliged to do so.

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 ECRU will have no control.