

# Clondalkin Rugby Football Club

Ground address: Gordon Park, Kingswood Cross, Dublin 22, D22 EN24

[www.clondalkinrugby.ie](http://www.clondalkinrugby.ie)



CLONDALKIN RFC

## CRFC – SOCIAL MEDIA POLICY

### WHAT SOCIAL MEDIA MEANS TO CLONDALKIN RFC

We use social media to inform our members of events within the club and to encourage the dialogue around sport that takes place online every day. We want our Club, with more than 250 members, volunteers & sponsors to join those conversations, represent our club, and share the optimistic and positive spirit of the rugby community to the benefit of all stakeholders in Clondalkin RFC.

These social media guidelines should guide your participation in social media, both personally as well as when you are acting in an official capacity on behalf of the club. It is critical that we always remember who we are – Clondalkin RFC – and what our club’s role is in the social media community – to inspire moments of optimism and encourage more people to enjoy the sport of rugby.

In short, we expect the content to be “related to rugby and CRFC” at all times with limited exceptions.

The same considerations that apply to our messaging and communications in traditional media still apply in the online social media space, including on what you might consider “internal” platforms.

Have fun but be smart. Use sound judgment and common sense, adhere to the club’s core values, and follow the same club policies that you follow in the offline world.

If you are in doubt about posting content or sharing opinions then do not post anything. Once something is posted, please assume it is there for ever! Even if you retract it, someone somewhere will have seen it and/or saved it.

### CLUB COMMITMENTS

Clondalkin RFC (CRFC) makes certain commitments concerning how we interact with the public and each other, and these commitments apply to interactions that occur on social media platforms as well. We expect the same commitments from all club representatives, including club associates and associates of our agencies, vendors and suppliers:

1. CRFC will be transparent in every social media engagement.
2. CRFC will protect our members’ privacy in compliance with applicable club regulations.
3. CRFC will respect copyrights, trademarks, rights of publicity, and other third-party rights.
4. CRFC will be responsible in our use of technology and will not knowingly align our club with any wrongdoing online.
5. CRFC will reasonably monitor our behaviour in the social media space, establish appropriate protocols for establishing our social media presence, and keep appropriate records of our participation as dictated by law and/or governing bodies’ best practices.

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### CLUB AND ASSOCIATES - SOCIAL MEDIA ACTIVITIES

The club respects the rights of its associates and members to use blogs and other social media tools not only as a form of self-expression, but also as a means to further the club's activities and business.

It is important our members are aware of the implications of engaging in social media and online conversations that reference the club, its brands, or its business, and that they recognize when the club might be held responsible for their behaviour.

Our expectations for personal and professional/official use of social media are set out below:

### PERSONAL USE OF SOCIAL MEDIA: OUR EXPECTATIONS

Whether you are an authorised club spokesperson or not, when you're talking about our club, our brand, or our business on your personal social networks, keep in mind that:

1. You are responsible for your actions - use sound judgment and common sense.
2. You are an important ambassador for our club's brand, and you are encouraged to promote it as long as you make sure you disclose that you are affiliated with the club. How you disclose can depend on the platform, but the disclosure should be clear and in proximity to the message itself.
3. When you see posts or commentary on topics that require subject matter expertise, such as player performance, obesity or coach performance, avoid the temptation to respond to these directly unless you respond with approved messaging the club has prepared for those topics. When in doubt, contact your club social media officer and club welfare officer.
4. Be conscientious when mixing your sporting and personal lives. Be sure to know your club's policies regarding personal use of social media. The club recognises your personal rights to privacy outside of club activities. However social media interaction between members on platforms should be respectful and must adhere to the ethos of this club and to the game of rugby and its values. Please be respectful of some of (but not limited to) the following: a member's race, religion, culture, sexual orientation and physical and mental disabilities. Unwanted social interaction, soliciting, abusive or derogatory comments etc. will not be tolerated.

### CLUB SPOKESPERSON: OUR EXPECTATIONS

When acting as an official club spokesperson, we expect you to:

1. Be trained. All authorised club spokespeople must complete the necessary internal training before speaking on behalf of the Club.
2. Follow all applicable club policies.

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3. Disclose your affiliation with the club. All members who are speaking for the club must be transparent and disclose their affiliation with the club. How exactly you make this disclosure may vary depending on the circumstances and the platform, but the important thing is to make sure people reading your statement will be able to immediately identify that you are affiliated with the club. **WHEN IN DOUBT, DO NOT POST.**
4. Give credit where credit is due and don't violate others' rights. **DO NOT** claim authorship of something that is not yours. If you are using another party's content, make certain they are credited for it in your post and they approve of you utilising their content. Do not use the copyrighted material, trademarks, publicity rights, or other rights of others without the necessary permissions of the rights holder(s).
5. Remember that your local posts can have global significance. The way that you answer an online question might be accurate in some parts of the world, but inaccurate (or even illegal) in others. Keep that "world view" in mind when you are participating in online conversations.
6. Adults are not to communicate with minors in 1:1 private messaging on any online channel or platform. Communication is to take place on group channels such as WhatsApp or Facebook groups.
7. Ensure that all communication with minors is rugby related.
8. Remember the Internet is permanent.

### PHOTOGRAPHING AND FILMING CHILDREN IN SPORT

We do not advocate the banning of photography and the use of images and videos of children, in fact all membership applications specifically ask the guardian if they wish to exclude a child as we may use this image to promote the game of rugby in the community.

Appropriate and proportionate safeguards should be in place to ensure a safe sporting environment for children and young people. This briefing will help to ensure that all necessary steps are taken to protect children and young people from the inappropriate use of their images in resources and media publications, on the Internet and elsewhere. The guidance applies whether images are taken using cameras, mobile phones or any other equipment. CRFC wants to ensure that parents, young people and others understand and support the Club's policy.

When assessing the potential risks in the use of images of athletes, the most important factor is the potential for inappropriate use of images of children. With CRFC being aware of the potential risks and by taking the appropriate steps, the potential for misuse of images can be reduced.

### GUIDELINES FOR PHOTOGRAPHING AND FILMING CHILDREN IN SPORT

Official photographers must have visible identification, which must be worn at all times.

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We will inform children and parents that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs which feature and clearly identify their child (e.g. close ups, small group and team photos). At many events, organisers and others will reasonably wish to take wide angle, more general photos of the event sites, opening and closing ceremonies, and so on. Separate to the issue of consents for identifying photographs/footage of individual participants (as above) parents and children should at least understand that these types of images will be taken during, or at specific points in, the event e.g. information could be included on the parental consent form. It is not reasonable, practical or proportionate to require parental consents for taking these general types of images, or to preclude it on the basis of the concerns of a small number of parents. We do not allow unsupervised access to children or one to one photo sessions at events.

We do not approve/allow photo sessions outside the event or at a child's home. Children, parents and others should be informed that if they have concerns, they can report these to the organiser. Concerns regarding inappropriate or intrusive photography should be reported to the event organiser or official and recorded in the same manner as any other child protection concern. Issues of ownership, retention and access (by event staff and participants/parents) to the images should be clarified. Other professional photographers/filming/video operators wishing to record the event should seek accreditation with the event organiser by producing their professional identification for the details to be recorded. Ideally, they should request this at least 3 working days before the event.

Students or amateur photographers/film/video operators wishing to record the event should seek accreditation with the event organiser by producing their student or club registration card and a letter from the club/educational establishment outlining their motive for attending the event and planned use of the material. Clondalkin RFC are currently developing a clear brief about what is considered appropriate in terms of content and behaviour. It will include a list of any areas where photographic and recording equipment, including mobile phones, are forbidden under all circumstances (e.g. changing rooms, toilet areas). Unsupervised access to athletes or one to one photo sessions at event or photo sessions outside the events or at an athlete's home should not be approved / allowed.

### GUIDELINES FOR PARENTS / GUARDIANS / SPECTATORS

If parents/guardians or other spectators are intending to photograph or video at an event they should also be made aware of your organisation's expectations and refer to the Club's Social Media Policy.

We encourage parents to share the optimistic and positive spirit of rugby and this includes images and video for general sporting/group/side-line activities.

CRFC request that any person wishing to engage in any video, zoom or close-range photography should seek permission before carrying out any such photography. If parents have any particular concern about their young person being photographed or filmed, they should notify the organisers. CRFC reserves the right to decline entry to any person unable to meet or abide by these conditions. If you are concerned about any photography taking place at this event, please contact the club, coach or organiser who will be pleased to discuss this matter with you.

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### VIDEOING

There is no intention to prevent club coaches using videoing as a legitimate coaching aid. It is part of the CRFC coaching programme and you must seek consent to do it from the relevant people. Current practice is we inform prior to the match and share the video of games with opposing teams. Care should be taken in the secure storage of such materials and films. If clubs are concerned that someone they do not know is using their sessions for photography or filming purposes, they should ask them to leave and contact their Governing Body or (depending on the nature of the concerns) the Garda for further advice. CRFC follow the relevant guidelines for the use of photographs and videoing for training/coaching purposes, a copy of which is available from the CRFC club website or club officials. CRFC will take all steps to ensure these images are used solely for the purposes they are intended. If you become aware that these images are being used inappropriately, you should inform the club welfare officer immediately.

**DO NOT POST NEGATIVE OR DEROGATORY COMMENTS AT ANY TIME, YOU ARE RESPONSIBLE FOR THIS CONTENT AND ARE SUBJECT TO THE LAWS OF LIBEL. FAILURE TO COMPLY HAS DIRECT IMPLICATIONS FOR YOU AND CRFC. YOU MAY FACE LEGAL ACTION IF YOU ARE RECKLESS OR MALICIOUS IN ANY POSTINGS.**

### CRFC SOCIAL MEDIA POLICY SUMMARY

1. DO NOT POST OR DISTRIBUTE COMMENTS OR CONTENT YOU CANNOT STAND OVER.
2. YOU ARE RESPONSIBLE FOR WHAT YOU POST AND THE LAWS OF LIBEL APPLY.
3. BY POSTING ON ANY CLONDALKIN RFC PLATFORM e.g. **FACEBOOK**, **TWITTER**, and **WHATSAPP** etc., YOU ASSOCIATE THE CLUB WITH THESE COMMENTS, SO DO NOT POST NEGATIVE OR DEROGATORY COMMENTS. YOU COULD POTENTIALLY INCRIMINATE YOURSELF AND THE CLUB.
4. PLEASE TRY AND KEEP POSTS RUGBY RELATED. IF YOU FEEL STRONGLY ABOUT A NON-RUGBY ISSUE PLEASE REFRAIN FROM USING CRFC PLATFORMS.
5. IF YOU HAVE A PROBLEM OR ISSUE WITHIN THE CLUB, PLEASE APPROACH THAT PERSON OR THE RELEVANT CLUB OFFICIAL AND THEY WILL ASSIST YOU. DO NOT POST TO SOCIAL MEDIA.
6. SOCIAL MEDIA, IF IT IS USED CORRECTLY, IS A GREAT PUBLICITY TOOL AND A GREAT WAY TO SPREAD THE NEWS OF RUGBY WITHIN OUR COMMUNITY. IF USED CORRECTLY, WE ENHANCE THE REPUTATION OF CRFC.