



# Social Media Guidelines

## Purpose

Gordon Rugby Club Pty Ltd (Club) acknowledges that social media is an integral part of many people's lives. Used appropriately, it can be a valuable way of connecting and staying connected with your network. The Club wants to foster a culture of openness, trust and integrity and at the same time promote the positive use of social media while maintaining appropriate management and control.

The purpose of this document is to set out the Club's social media guidelines for:

- administrators of the Club's official social media accounts; and
- the Club's administrators, players, parents, coaches and officials when speaking on behalf of the Club through social media.

## Who do these Guidelines apply to?

The Guidelines applies to all Gordon Rugby Club Members, Players, Coaches and Managers and other officials associated with the Club.

## What is Social Media?

The Club considers social media to be any website or application that enables users to create and share content or to participate in social networking including but not limited to Facebook, Twitter, Instagram, Snapchat, TikTok, Podcasts and Blogs (whether video or written).

## When do these Guidelines apply?

The Club encourages the use of social media to connect with the rugby community. However, there is a difference between speaking about the Gordon Rugby Club in your personal capacity and speaking on behalf of the Gordon Rugby Club on our official social media platforms.

For you to speak on behalf of the Gordon Rugby Club you must be appointed as an Administrator of the account. Administrators can only be appointed by the Board of Directors, a Director or the General Manager and is tightly controlled. Each official Club account must have at least two administrators appointed. As an administrator, it is your responsibility to ensure that only you or other account administrators comment on the account. You must never allow anyone else access to the account.

## Speaking on behalf of the Gordon Rugby Club

If you are authorised to post content or commentary (regardless of format) on behalf of the Gordon Rugby Club, you must ensure that:

- The Gordon Rugby Club's name and logo are never used in a way that would have a negative impact on the competition, the Gordon Rugby brand, the game of rugby, the relevant competition, other Clubs, members, affiliates or sponsors;
- You respect the rights and confidentiality of others;
- You treat all social media postings, blogs, status updates and tweets as "public comments";
- You do not disclose any personal information including that of your own or others;
- You are not critical of team mates, coaches, officials, administrators, volunteers, spectators, Clubs, affiliates, sponsors;
- You do not offend, bully or intimidate nor use racist, sexist, homophobic or humiliating comments or language in social media posts;
- You do not use defamatory, offensive or threatening language; and
- You are respectful to all members of the community at large

If you are unsure whether your comments are appropriate or in keeping with these guidelines, you should check with the General Manager of Gordon Rugby, a Director or the Board of Directors before you post. There will be little if any tolerance for acting outside these guidelines.

## What happens if things go wrong?

In the unlikely event that content or commentary is posted contrary to these guidelines, the Directors may:

- Require the content or commentary to be removed immediately;
- Block all access to the relevant social media platform/s by removing administrator rights;
- Require the individual or group of individuals to explain their actions;
- Suspend the individual or group of individuals involved; and
- Expel the individual or group of individuals from the Club