NEDLANDS RUGBY CLUB – SOCIAL MEDIA POLICY

Respectful, safe and responsible social media for everyone in our Club. Nedlands Rugby Club policy for players, coaches, officials, board members, volunteers, parents and guardians. Operates within the RugbyAU Code of Conduct, the RugbyAU Social Media Policy, and the RugbyAU Child and Young Person Safeguarding Policy..

Nedlands Rugby Union Football Club
EST. 1934 – ABN 86 545 138 527

1. Purpose

This policy gives clear guidance on the use of social media by everyone involved in Nedlands Rugby Club (the Club), whether posting on behalf of the Club or in a personal capacity.

Social media is a valuable way to promote Neddies, celebrate our teams, recognise our sponsors and build community. It also carries risk, particularly where children and young people are involved. This policy operates within, and does not replace, the RugbyAU Code of Conduct, the RugbyAU Social Media Policy and the RugbyAU Child and Young Person Safeguarding Policy. Where this policy is silent, those RugbyAU policies apply.

2. Scope

This policy applies to all players, coaches, officials, board members, volunteers, parents and guardians connected with the Club, in relation to:

- Official Club social media channels (the Club's and its teams' Facebook, Instagram, LinkedIn and other accounts, and the Club website and newsletter); and
- Personal social media use, where the person can reasonably be identified as connected to the Club (for example through Club apparel, team photos, or their own posts about Club activities).

"Social media" has the same broad meaning as in the RugbyAU Social Media Policy. It includes social networks, video and photo sharing, blogs, forums, review sites and messaging apps such as WhatsApp and team group chats. Liking, sharing and commenting count as posting.

3. Guidelines

3.1 Official Club Channels

- All official Club and team accounts must be approved by the [Communications / Social Media Coordinator] and the Board, and the Club must hold the login details.
- Only approved administrators may post on behalf of the Club or a team. Personal accounts must not be presented as official Club channels.
- Content on official channels must be accurate, factual, carefully checked for spelling and tone, and reflect well on the Club, consistent with the RugbyAU Social Media Policy's requirements for official use.
- Official accounts must have at least two administrators, and access must be removed when someone leaves their role.
- Comments on official channels are moderated. Abusive, discriminatory, defamatory or off-topic comments may be hidden or deleted, and repeat offenders blocked.

3.2 General Conduct

Everyone posting about, or on behalf of, the Club, on official channels or personally, must act consistently with the Club's values and the RugbyAU Code of Conduct.

- Treat others with respect, dignity and fairness at all times.
- Do not post content that is discriminatory, threatening, harassing or bullying, or that vilifies any individual or group.

- Do not criticise or abuse match officials, players, coaches, or Club or RugbyAU officials online.
- Do not post content that could bring the Club, its members or the game of rugby into disrepute.
- Do not post about any matter that is under a police investigation or a disciplinary or complaints process.
- Defamation laws apply to social media. Posting or sharing defamatory content can lead to legal action against you personally.
- Think before posting: if you would not say it to someone's face or at a Club event, do not post it. Avoid posting when you are upset, after a loss or after drinking.

3.3 Privacy, Images and Consent

Respecting privacy is essential, particularly where children are involved. This section works with the Club's Privacy & Data Management Policy.

- Obtain express permission before posting a clearly identifiable image or video of anyone. For a junior, this means parent or guardian consent, which may be given at registration or directly.
- Do not tag or geotag junior players in a way that could identify their location or routine.
- Never share personal information such as contact details, addresses or schools.
- If someone asks for an image of them to be removed, the Club will remove it promptly.
- Only use the Club's logo, emblem or branded content with Board approval. Respect copyright and obtain permission to use words, images or music that are not your own.

3.4 Confidential and Inside Information

Some information should not be posted before the Club has announced it, or at all.

- Do not post team selections, tactics, or injury or availability information that has not been made public, and avoid photos that show an injured player receiving treatment.
- Do not post confidential Club information such as finances, sponsorship negotiations, personnel matters, or appointments and announcements before the Club has made them public.
- Do not post details of complaints, disciplinary matters or welfare concerns. Raise these with the Club's Welfare and Complaints Officer. Complaints made through social media are not accepted under the RugbyAU Code of Conduct.

3.5 Sponsors, Partners and Fundraising

- Sponsors and partners are recognised on official channels in a way approved by the Club. Do not use a sponsor's name, logo or content without their agreement, or imply they endorse something they have not.
- Do not speak for the Club in sponsorship or fundraising matters on personal accounts. Fundraising posts must be accurate and link only to approved donation channels.
- Content on social media can affect how sponsors and potential sponsors see the Club. Keep this in mind in your own posts.

3.6 Interacting with Junior Players and Under-18s Online

This section reflects the RugbyAU Social Media Policy's requirements for use of social media with under-18s, and operates alongside the RugbyAU Child and Young Person Safeguarding Policy.

- Adults must not accept personal friend requests from, or initiate direct personal contact with, junior players on social media.
- Any necessary communication with a junior player (for example training changes) should go through a team group channel or be copied to the player's parent or guardian.
- Communication with juniors must be limited to Club-related activity, never personal or social content.
- Juniors must never be asked to keep any communication secret from their parents or guardians.
- Direct messaging or private chats between an adult and a junior player, outside a parent-included or team-wide channel, are not permitted.
- Team group chats that include juniors must have at least two adults, including a parent or guardian where possible, and follow this policy.

3.7 Personal Use

Players, coaches, officials, volunteers and parents are welcome to share their personal experiences of Club life and rugby. When doing so:

- Make clear that your views are your own and not the Club's, where relevant.
- Apply the same standards of respect and conduct set out in section 3.2, even on personal accounts.
- Remember that privacy settings do not protect content from being shared, and that posts can be seen by children and families connected to the Club.
- If someone tries to provoke or insult you online, the best response is usually not to engage. Report serious cases to the Club's Welfare and Complaints Officer, or to the police if appropriate.

3.8 Breaches

Any suspected breach of this policy will be handled in accordance with the RugbyAU Code of Conduct and the Club's Code of Conduct, and where relevant the RugbyAU Child and Young Person Safeguarding Policy. Concerns should be raised with the Club's Welfare and Complaints Officer. The Club may ask that content in breach of this policy be removed, and may take further action under those frameworks.

4. Responsibilities

Role	Responsibilities
Board	Approving official Club accounts and this policy; holding administrator access to all official accounts
Communications / Social Media Coordinator	Managing and approving official Club and team accounts; checking content is accurate and on-brand; moderating official channels; acting on image removal requests.
Coaches, Team Managers and Officials	Modelling appropriate online conduct; making sure communication with juniors follows section 3.6;

Role	Responsibilities
	managing team group chats; raising concerns about online conduct.
Parents and Guardians	Providing or withholding consent for images of their child; supporting their child's safe use of Club-related social media; raising any concerns promptly.
Welfare and Complaints Officer	Receiving concerns and complaints about online conduct, and handling them under the Code of Conduct.
All Participants	Following this policy on both official and personal accounts; reporting suspected breaches.

5. Review and Amendments

This policy will be reviewed annually, or as required, by the Board to ensure relevance, effectiveness and alignment with the current RugbyAU Code of Conduct, Social Media Policy and Child and Young Person Safeguarding Policy. Amendments may be proposed by any Club member but must be approved by the Board before they take effect.

6. Our Commitment

Social media helps Nedlands Rugby Club celebrate its teams and build community, but it comes with real responsibility, especially where children are involved. By following this policy and the RugbyAU frameworks it operates within, everyone connected to Neddies can help keep our online spaces respectful, safe and welcoming.