

Railway Union Cricket Club



SOCIAL MEDIA POLICY 2019

1. Policy overview and purpose

RUCC wishes to promote and encourage the positive use of social media platforms by all members and for the benefit of the Club.

This policy has been developed to inform our club about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing members to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Railway Union Cricket Club.

This policy contains guidelines for the Railway Union Cricket Club community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

2. Scope

This policy applies to all Railway Union Cricket Club members, this includes, but not limited to, players, coaches, volunteers, committee members, supporters and mentors. It governs the use of social media platforms used to communicate on behalf of RUCC, this may occur using the following means:

- Social media sites affiliated to RUCC (e.g. your clubs Facebook account)
- Commenting/posting on social media sites where RUCC is associated with or identified
- Social Media for personal use where RUCC is associated with or identified

This policy applies to the various social media platforms including, but not limited to:

- Social networking sites
- Video and photo sharing sites
- Forums and discussion boards
- Blogging sites
- Text messaging services

3. Standards

Users of social media, those outlined in section 2, must at all times adhere to the following standards:

- Access to posting on your social media platforms should be limited to contributors approved by the RUCC Committee.
- All content posted should be suitable for persons under 18 years of age.
- When posting photographs or videos you must have the appropriate permissions.
- Content should not be based on opinions, politics, sensitive topical issues, sex, "slagging", ambiguous commentary which could be misinterpreted or commentary on other related organisations.
- Do not post any information that is confidential to the club, its members or any third party that has disclosed information to the club.
- Content on our social media platforms should be accurate and up to date; content should be removed where it is no longer accurate.
- Be polite and respectful, posts should always align with the values of equality, fairness and transparency.
- Do not mix your official club role with your personal life online. There must be a clear distinction between the two.
- Do not promote or advertise a commercial product or business except those approved by the RUCC.
- All club members should be aware that as a member of your club they are representing the club at all times. As such it is important that members

understand how their own personal use of social media can impact others and reflect on their club.

- Breaches of this policy may lead to disciplinary action by the club.
- The use of digital media must comply with copyright legislation.

Users of social media, those outlined in section 2, must at all times agree not to post offensive or inappropriate material on social media such as:

- Airing of grievances against decisions of Cricket Leinster, its Sub Committees, Officers or umpires
- Threatening, abusive or insulting statements that are likely to stir up hatred or are deemed to be personal
- Photos, videos, comments or posts showing the personal use of alcohol/drugs
- Photos, videos, comments or posts that condone drug related activity
- Content that is unsportsmanlike, derogatory, demeaning or threatening towards any other individual or entity. No posts should depict or encourage unacceptable, violent or illegal activities

Users of social media, those outlined in section 2, must at all times agree not to disclose any information that is confidential or private in relation to players, teams, or officers of Railway Union Cricket Club. This includes not posting phone numbers and/or emails of any of these or of any external entity without their express permission.

4. Notice and Take Down Procedure

RUCC operates a 'notice and take down procedure' for club operated social networking activity. If you have a complaint or objection to material or content posted on our social media platforms, or if you believe that such material is in contravention of this policy or the legislation please submit your complaint in writing to rucricketsecretary@gmail.com.

The following actions will then be taken:

- Acknowledgement of receipt of the complaint at the earliest opportunity
- Verify the complaint by contacting the complainant and make an initial assessment of the complaint
- Where the club considers it appropriate it will edit or remove the content which is the subject of the complaint pending a full enquiry
- Any editing or removal will be without prejudice

- On making a final determination on the complaint club may (i) decide to reinstate or not remove the content (ii) amend the content at its discretion (iii) permanently remove the content.

5. Sanctions

Issues relating to adults and the reputation of RUCC will be referred to the Executive Committee who may refer the matter to the Club's disciplinary subcommittee.

6. Young People

The Cricket Ireland Child Safeguarding Manual (CI Child Safeguarding Manual) and the RUCC's Child Protection Policy and Child Safeguarding statement provide the relevant guidance for appropriate digital communication with young or vulnerable people.

The general principles that guide communicating with young people via social channels are:

- Only contact players when necessary.
- Copy/include parents into communication where possible.
- Speak with a player and their parents if there is a need to communicate information in relation to playing, training or competition
- Contacting young people by phone, text, e-mail or social networking site should only be undertaken with parental consent.

7. Related Regulation

- General Data Protection Regulation (GDPR)
- Copyright and Related Rights Act
- Social media terms of use
- Defamation Act
- Children's First Act