

Helensvale Rugby Union Club

Social Media Policy

Social media platforms such as Facebook, Twitter, Instagram, Snapchat and Blogs provide important community building and communication tools for Rugby Union administrators, Clubs, Districts, players and fans.

This Policy aims to establish a culture of openness, trust and integrity and promote positive use of social media while maintaining appropriate management and control. Negative comments and images, bullying, criticism, racist or sexist remarks can be harmful to both people and the image of Rugby. Our guiding values of Integrity, Passion, Solidarity, Discipline, Teamwork, Respect, Enjoyment, Principles and Sportsmanship apply on the field, on the sidelines and equally off the field in our social media channels.

All persons involved with HELENSVALE RUGBY UNION CLUB including administrators, players, parents, coaches, Club and District officials or volunteers are covered by this policy and are also required to adhere to the ARU Member Protection Policy (embedded in this document) as it relates to Social Media.

All players, parents, Clubs, Districts, officials and administrators should ensure that:

- Helensvale Hogs Rugby Union Club name and logo are never used in a way that would have a negative impact on the competition, Clubs, Districts and/or its members, affiliates or sponsors.
- They respect the rights and confidentiality of others.
- They treat all social media postings, blogs, status updates and tweets as public “comment”.
- No personal information is disclosed.
- No comments which are critical of teammates, coaches, officials, administrators, volunteers, spectators, Clubs, Districts, affiliates or sponsors are made via social media platforms.
- No bullying, intimidating, racist, sexist or humiliating comments are posted.
- No defamatory, offensive or threatening language is used.

Committee members, coaches and administrators should ensure that the electronic communication:

- Is restricted to Club and District matters.
- Does not bring the Club District, HELENSVALE RUGBY UNION CLUB or affiliates into disrepute.
- Respects the privacy of members.
- Is not misleading, false or injurious of other persons.
- Must not offend, intimidate, humiliate or bully another person.

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Non-Compliance

Content which breaches this Policy should be immediately removed and individuals who post or share content which breaches the Policy more than once should be blocked from all platforms. Members may face disciplinary action as per 5.8 under the club's constitution and/or under the ARU code of conduct for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member. Cyber bullying is a criminal offence that may be reported to the police. In addition, members who publish false or misleading comments about another person in the public domain may be liable for defamation.