

## **Shrewsbury Rugby Club**

### **Social Media Policy and Guidelines**

*(Adopted September 25)*

#### **1. Social Media Policy**

##### **Purpose**

Shrewsbury Rugby Club recognises that social media is a powerful tool for communication, engagement, and promoting rugby in our community. Used well, it helps us share news, celebrate achievements, and encourage participation. However, misuse can cause harm to individuals, teams, and the reputation of the Club.

This policy provides clear expectations for all members, volunteers, parents, and administrators using social media in connection with Shrewsbury Rugby Club.

##### **Scope**

This policy applies when:

- Members post or comment in a way that identifies them as part of Shrewsbury Rugby Club.
- Members or administrators use official club or section social media accounts.
- Social media activity has the potential to impact the reputation of Shrewsbury Rugby Club, its members, or the wider rugby community.

Social media includes, but is not limited to: Facebook, Instagram, TikTok, Snapchat, WhatsApp, X (Twitter), YouTube, LinkedIn, and blogs.

##### **General Principles**

- **Respect** – All posts must be respectful, honest, and avoid abusive, offensive, or discriminatory content.
- **Confidentiality** – Do not share private, personal, or sensitive information about players, members, or the Club.
- **Safeguarding** – The welfare of children and young people is paramount. Special care must be taken when posting about junior sections.
- **Responsibility** – Members are personally responsible for what they publish. Content is public, often permanent, and may reflect on the Club.

## **Oversight & Accountability**

- Each Club Section (e.g. Minis & Juniors, Girls, Colts, Seniors, Women) may appoint a **Social Media Lead/Admin** to manage its accounts.
- **Oversight ultimately sits with the Section Lead and, at Club level, the Committee and its Principal Officers** (Chairman, Secretary, Treasurer).
- Clubwide and senior accounts are overseen by the Communications Team under the authority of the Committee.
- Junior/age-group accounts must comply with RFU safeguarding policy and these guidelines.
- Where applicable, **adult oversight and account access must be registered using club-relevant email addresses** (e.g. safeguarding.srufc@gmail.com, srufc.mjchair@gmail.com, or official Club emails when introduced). This ensures continuity, transparency, and appropriate safeguarding cover.

## **Breaches of Policy**

Any misuse of social media connected to Shrewsbury Rugby Club will be taken seriously.

- **Minor breaches** – may result in removal of posts or withdrawal of admin rights.
- **Serious breaches** – may be escalated under the Club's disciplinary procedures and/or RFU safeguarding processes.
- Sanctions may include suspension of membership, removal from teams, or in extreme cases, termination of membership.

### **Signed:**

Glyn Jones, Chairman  
Shrewsbury Rugby Club

## 2. Social Media Admin Guidelines

These guidelines are for anyone running Shrewsbury Rugby Club social media accounts.

### A. Account Setup

- Use a **club or section email address**, not a personal one, for account registration.
- Usernames should be clear and identifiable (e.g. *ShrewsburyRUFC*, *ShrewsburyGirlsRugby*).
- Junior accounts must have at least **two approved adult admins** (coach + safeguarding officer/section lead).
- Where possible, register accounts and oversight access using **club-relevant addresses** (e.g. *safeguarding.sruvc@gmail.com*, *sruvc.mjchair@gmail.com*, or official Club accounts once introduced) to ensure continuity if volunteers change.

### B. Privacy & Security

- **Facebook / Instagram / TikTok:** keep pages and groups set to appropriate privacy (open for promotion, closed for internal team chat).
- **Snapchat:**
  - Who Can Contact Me → Friends Only
  - Who Can View My Story → Friends Only (or custom list of parents/players)
  - Who Can See My Location → Ghost Mode (always on)
  - Friend Suggestions/Activity Sharing → Off
- Use strong passwords, and share login details only with approved adults.
- Keep accounts logged in on a **club-owned device** where possible.

### C. Content Rules

- Only post **club-appropriate content:** training clips, match highlights, events, team spirit.
- Do not post:

- Personal details of players (addresses, phone numbers, schools).
- Solo close-ups of juniors without parental consent.
- Group/team shots are preferred for junior sections.
- Written **parental consent** must be obtained at the start of the season for use of images/video of minors.
- All content should promote inclusivity, respect, and positive rugby values.

#### **D. Communication Rules**

- **No one-to-one direct messaging** with junior players via social media.
- For juniors: use official channels (Spond, WhatsApp parent groups, email) for communication. Social media is for celebration, not administration.
- Replies to players should, where possible, be public (e.g. comments on a team story).
- Adults should never engage in private chats with under-18s.

#### **E. Oversight & Monitoring**

- Section Leads must **review accounts regularly** to ensure content and followers are appropriate.
- Once a month:
  - Check privacy settings (apps often update silently).
  - Review follower lists; **remove/block inappropriate or unknown followers.**
  - Ensure only approved admins have access.
- Oversight accounts should remain linked to **club-relevant email addresses** for continuity.
- Safeguarding Officer and Club Committee reserve the right to access and review all accounts.

#### **F. Escalation**

- Any safeguarding concern must be reported immediately to the Club Safeguarding Officer.
- Any reputational or disciplinary issue must be escalated to the Club Committee.