

Old Reigatian Rugby Football Club

Social Media Policy – September 2025

1. Introduction

This Social Media Policy outlines the standards of behaviour expected from all individuals associated with the Club when engaging in online communication. The purpose of this policy is to protect the reputation of the Club, safeguard its members, and ensure that all digital interactions reflect the values of respect, integrity, and professionalism.

2. Scope

This policy applies to all players, coaches, volunteers, committee members, parents/guardians, supporters, and any individual representing or affiliated with the Club.

It covers all forms of social media, including but not limited to:

- Facebook
- Instagram
- X/Twitter
- TikTok
- WhatsApp and other messaging groups
- Snapchat
- YouTube
- Personal blogs, forums, and online communities
- Any platform where an individual may be identified as connected to the Club

3. General Principles

All individuals associated with the Club are expected to:

- Communicate in a respectful, responsible, and professional manner
- Uphold the values and reputation of the Club at all times
- Comply with safeguarding requirements and relevant governing body regulations
- Avoid behaviour that could bring the Club, its members, or the sport into disrepute

4. Personal Use of Social Media

When using personal social media accounts, individuals must:

- Refrain from posting content that is abusive, discriminatory, defamatory, or inflammatory
- Avoid commenting publicly on Club matters such as selection decisions, internal disputes, or confidential information
- Not criticise referees, opposition teams, Club members, or officials
- Avoid posting while angry, emotional, or under the influence of alcohol or substances
- Ensure that any content referencing the Club aligns with its values and standards
- Not engage in online arguments or represent the Club in an unofficial capacity

5. Safeguarding and Youth Protection

The Club is committed to maintaining a safe online environment for all young people. Therefore:

- Images or videos of junior players must not be posted without appropriate parental/guardian consent
- Junior players must not be tagged in posts
- Personal information about junior players (e.g., full names, school details, contact information) must not be shared
- Coaches, volunteers, and officials must not “friend,” follow, or privately message junior players on personal accounts
- WhatsApp or similar messaging groups for youth teams must be parent led or committee approved

6. Official Club Social Media Accounts

Only authorised individuals may post on behalf of the Club. These individuals must:

- Ensure all content is accurate, respectful, and inclusive
- Avoid posting sensitive information, including injuries, disciplinary matters, or internal issues
- Obtain consent before posting images or videos of individuals
- Remove content promptly upon request
- Maintain a consistent and professional tone that reflects the Club’s values

7. Matchday Conduct on Social Media

During matchdays, individuals must:

- Refrain from posting negative or critical comments about referees, opposition teams, or Club members
- Avoid sharing images or information relating to injuries or medical treatment

- Respect privacy in changing rooms, medical areas, and other restricted spaces
- Ensure that celebratory posts do not demean or disrespect others

8. Prohibited Content

The following content is strictly prohibited:

- Discriminatory, racist, sexist, homophobic, or abusive language
- Bullying, harassment, or targeted negative comments
- Images involving inappropriate behaviour or alcohol consumption while wearing Club kit
- Content that damages the reputation of the Club, league, or sport
- Screenshots or sharing of private Club communications without permission

9. Consequences of Policy Breaches

Breaches of this policy may result in:

- Removal of offending content
- Restriction or removal from Club social media groups
- Formal disciplinary action by the Club Committee
- Reporting to the relevant governing body where appropriate
- Suspension from training, matches, or Club activities

10. Reporting Concerns

Concerns regarding inappropriate online behaviour or content should be reported to:

- The Club Safeguarding Officer
- The Club Secretary
- The Communications Lead

All reports will be handled confidentially and in accordance with safeguarding and disciplinary procedures.

11. Acceptance of Policy

By joining or representing the Club, all individuals agree to adhere to this Social Media Policy and to conduct themselves in a manner that upholds the values and reputation of the Club.