



Oadby Wyggestonian Rugby Football Club **The Use of Social Media**

Social networking, such as Twitter, Facebook, Instagram, WhatsApp, other internet blogs and online sites, offer tremendous opportunities for rugby to communicate and engage with a growing audience as well as its existing members, supporters and players.

Oadby Wyggestonian RFC is keen to promote the safe and responsible use of social networking technology but also to make its members aware of the potential risks and to share best practice.

Participants should be aware that comments which bring the game into disrepute, or are threatening, abusive, indecent or insulting, may lead to disciplinary action.

Comments that include a reference to a person's ethnic origin, colour, race, nationality, faith, gender, gender reassignment, sexual orientation or disability may attract a high disciplinary sanction.

Comments can also attract civil and criminal action. For example, nearly 5,000 offences involving Facebook and Twitter were reported to police in 2012 and 653 people charged.

General guidance

These are public forums, so treat them as such

- Individuals and organisations are strictly responsible for any posting on personal account/s
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable
- Do not use abusive, derogatory, vulgar or sexual language
- Do not criticise or imply bias in match officials
- At all times, exercise discretion and respect for clubs, players and supporters
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken
- Consider "protecting" Tweets and changing security/visibility of Facebook accounts

Players and officials

Individuals need to understand that they are personally responsible and liable for their comments and postings. At all times you should exercise discretion and be respectful of other players, teams, officials, organisations and brands. What you regard as "banter" could be regarded as embarrassing or hurtful by a wider audience and bring the game into disrepute.

In short, follow the general guidelines above and:

- Don't comment if you have any concerns about the consequences
- Don't link to unsuitable content
- Don't get into disputes with audience
- Don't share or elicit personal detail