

NLDRURS - Social Media Policy (NLDRURS Accounts)

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Purpose

The purpose of this document is to outline the standards that NLDRURS expect from those representing the society by operating social media channels.

Social media plays a key role in building and maintaining an engaging brand and can provide a great platform for NLDRURS. This document outlines the types of content that NLDRURS should and shouldn't be sharing online, along with privacy and security standards.

This document should be reviewed annually by the Information and Communications Officer..

Who does this apply to?

This policy applies to all members operating NLDRURS accounts on Facebook, Instagram and Twitter.

Privacy and Security

1. Usernames and passwords should not be shared outside of the Information and Communications Subcommittee (including members of other subcommittees).
2. Links shared on social media to specific documents should ensure that the documents cannot be edited by third parties.
3. Zoom links (or similar) should not be shared on social media.

Acceptable and Unacceptable Content

1. Acceptable Content includes:
 - a. Promotion of NLDRURS training sessions, awards, activities or any other society event.
 - b. Promotion of upcoming fixtures and finals day which NLDRURS referees will be taking part in.
 - c. Positive rugby-related news and events within NLD (e.g. club fundraisers).

- d. General messages of support for NLDRURS or its affiliates (e.g. England Rugby 6 Nations messaging).
 - e. Pre-, during and post-Match photographs of NLD Referees (or panel referees formerly of NLDRURS) from senior rugby games (subject to 2c).
 - f. Content designed to engage members of the wider rugby community without bringing the game or society into disrepute (e.g. "Who was the best player in Round 1 of the Six Nations?")
 - g. Promotion or advertising of paid sponsors.
2. Unacceptable Content includes:
- a. Abusive messages.
 - i. Should NLDRURS be on the receiving end of any abusive messages, this should be escalated to the Information & Comms Officer.
 - b. Pornographic, violent or illegal content.
 - c. Images taken within changing rooms where:
 - i. Children are featured in the photographs.
 - ii. People may not have consented to be in the photograph.
 - d. Promotion of non-rugby or personal activities and businesses which are not beneficial to NLDRURS.
 - e. Discussion of referee performances (both professional and amateur), including commentary on individual decisions and law interpretations.
 - f. Political or religious discussion
 - i. *Exceptions*: celebration of holidays (e.g. Merry Christmas, Happy Eid), protests/displays in line with the values of the game (e.g. Black Lives Matter).
3. If there is any doubt about the appropriateness of content to be shared across any social media platform, this should be escalated to the I&C Officer.
4. At all times, members should be aware that they are representing NLDRURS and engage positively with members of the public.

Safeguarding

- 1. Images of children (including during rugby games) should not be shared without the explicit approval of parents. It should be assumed that NLDRURS do not have permission to share images of children.
- 2. Members of the I&C subcommittee either suspecting or being made aware of any potential safeguarding issues in the course of their duties should contact the NLDRURS Safeguarding Officer (James Fisher).