



## **Clontarf Social Media Policy for Players, Coaches and Members**

### **INTRODUCTION**

Social media is a significant communications tool and it can be very positive in the promotion of the game of rugby, Clontarf Rugby's teams and the wider Clontarf Rugby Community, however, it's misuse can cause serious reputational damage to both the club and to individuals.

This policy document outlines Clontarf Rugby guidelines on social media usage by players, coaches and members.

"Social Media" includes, but is not limited to the likes of Facebook, Twitter, Instagram, YouTube and similar apps and websites.

### **POSITIVE USE OF SOCIAL MEDIA**

Positive use of social media is encouraged to promote Clontarf Rugby, teams, matches, events and initiatives.

This can include;

- Match results:
  - Example - "Great 28-12 win for Clontarf today over XXX, looking forward to next week's match already #WhoAreWe"
- Imagery from games / team training:
  - Example - Pictures or video of teams at a game or preparing for their next match
- Promotion of matches / club events:
  - Example – "Friday Night Lights"/ a team reaches a final / Ladies Day
- Highlights of good play:
  - Example – a clip of a great score or tackle from a game
- Individual and team awards / accomplishments:
  - Example - a player is selected for a representative game

### **NEGATIVE USE OF SOCIAL MEDIA**

Players, coaches and members should be conscious that they are representatives of Clontarf Rugby Club and negative use of social media can reflect badly on both Clontarf and the individual and their team.

Players, coaches and members should be aware of what they publish and how it can be perceived by others – this can include fellow club members, other clubs, provincial branches, unions and media.

Players, coaches and members should not post negatively about the following;

- Match officials
- Opposition
- Provincial branches
- Away grounds or facilities

## **QUESTIONS AND ANSWERS**

### **1. Why has Clontarf Rugby decided to install this policy?**

- a. Clontarf FC is a respected rugby club, proud of its place in the community and in Irish Rugby. Players, coaches and members like being a part of Clontarf Rugby and recognise that many love to talk rugby, or even just to post pictures when at games etc. To ensure that members are aware of the importance of preserving our reputation we are simply asking them not to bring the values of rugby into question when posting rugby related posts or comments to social media.

### **2. Does the new policy mean I am not allowed to discuss rugby on social media?**

- a. No – and we want you to continue to support rugby and Clontarf on social media. We are just asking you to recognise the difference between being a member of club and being an everyday rugby fan. We want our club, and it's representatives to act in a respectable manner and as an ambassador to the club both in person and via their online persona.

### **3. What if the club, a team or a player or is being discussed on social media in a negative way what should I do?**

- a. Don't engage with the person, report the posts using the methods available on each of the social media sites and then report it to the Clontarf PRO or a member of the Committee. If the posts are offensive action can be taken to have them removed.

### **4. Am I not allowed to criticise a team performance, the Provincial Branches, opposition or the governing body?**

- a. We ask all players, coaches and members to recognise that we are all part of Clontarf Rugby, so before posting comments etc ask yourself– will this have a negative impact on me or the club – if they answer is “yes” then you probably shouldn't post it. If you have any concerns or criticisms in relation to the workings of the club, refereeing, provincial branches or the IRFU, or any other issue which you think is of importance then please discuss this with a member of the Clontarf Committee. Your opinion, like your commitment to Clontarf, will help the club evolve and grow and maintain its place as one of the top clubs in Irish Rugby.

Brendan Smith

Honorary Secretary

28<sup>th</sup> August 2018