



# **The Gillingham Anchorians Rugby Football Club**

## **Social Media Protocol**

These guidelines are designed to provide helpful, practical advice on using social media effectively and positively. We encourage the use of social media.

Social media has become increasingly popular and useful in recent years, because it allows people to connect in the online world instantly. It can be hugely beneficial in disseminating information about the Rugby Club and/or specific age-groups. It is also a popular forum for developing personal and business relationships.

It can take many different forms, including internet forums, weblogs, social, blogs, podcasts, pictures and video. There are many platforms that the term 'social media' relates to. However, the Rugby Club recognises that the most popular channels currently used are – Twitter, Facebook and WhatsApp.

We live in a society that promotes free speech and freedom of expression, but we would caution that anything that you write has the potential to enter the public domain. Consequently, we would request that all social media commentary relating to Gillingham Anchorians Rugby Club is of a positive nature – the comments will not reflect badly on you as a member of the Club or collectively on the Club's membership.

Any concern, criticism or grievance should be directed in person to the individual, or the respective coach. Matters of a more serious or contentious nature should be discussed with either the Mini or Youth Chair Person, or ultimately the Club's Committee.

We would ask that you refrain from any negative comments about, players, parents, coaches, managers, referees, clubs, etc.

We would request that you avoid gossip, slanderous comments, disruptive or threatening comments, and anything that could be construed as abusive, harassing, obscene, libellous, or an invasion of another's privacy (this could include text, audio, photographs and video.)

If a negative comment is made, we would ask you not to comment on it either way, or to escalate an issue.

Breaches of this protocol, may be referred to the Gillingham Anchorians RFC Committee, and may result in suspension or termination of membership of the Club.

We ask that you use social media positively and responsibly, you celebrate success and achievements, that you are gracious and honest in defeat, and enjoy communicating and interacting.

### **Use of Digital Images - Photography and Video**

To comply with the Data Protection Act 1998 and GDPR which came into force on 25th May 2018, we need parent/carer permission before we can photograph or make audio or video recordings of your daughter/son. We will assume this permission has been granted unless we are otherwise informed.

When using any digital images, we follow the following rules for any external use of digital images:

**If the young person is named, we avoid using their photograph.**

**If their photograph is used, we avoid naming the young person.**

However, there are a very small number of young people who for Safeguarding reasons we should not publish their images on any media associated with the Gillingham Anchorians RUFC. We would ask that parents/carers identify these young people as a matter of importance to Club Coaches and Officials.

It is also important that parents/carers should consider publishing digital images of their son or daughter friends/teammates on their private social media without first asking for permission.