



# Social Media Policy

This BJRU Social Media Policy is a parsimoniously edited version of QRU Social Media Policy. Adaptation and use of the latter Policy was approved by QRU CEO on 15 April 2018.

V.L.B. 03-05-2018

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# 1. Introduction

## 1.1 Purpose

The purpose of this Policy is to confirm the principles and requirements for all persons associated with the BJRU to follow when utilising social media. With the rapid growth and application of social media, BJRU recognises the need to have a Policy which ensures that those who use social media, either as part of their job, association with BJRU or in a personal capacity, have guidance on the organisation's expectations where social media are used.

BJRU encourages its employees, players, volunteers, supporters and affiliates to participate in social media in ways that do not bring BJRU into disrepute or imply BJRU endorsement of personal views.

## 1.2 Scope and Context

This Policy applies to all persons associated with the BJRU (employees, officials, players, volunteers, supporters.....). Social media provides opportunities to network, to build communities and to encourage dialogue through exploration and consideration of diverse thoughts and views. BJRU embraces the use of social media by the above-named groups to connect with each other as a broader community of rugby supporters, business partners, alumni, past members and players, colleagues as an important tool of community and business engagement.

*Social media is defined as any social networking/multimedia sharing/micro blogging/forum/group/social messaging website or applications. It includes, but is not limited to, photos, posts and comments on Facebook, Twitter, Instagram, LinkedIn, YouTube, Google+, WhatsApp, Snapchat, Tinder and more. It also refers to any other websites that allow individual users to enable simple publishing tools to post or endorse comments or opinions.*

Many forms of social media are not public, and BJRU cannot see with whom individuals and groups interact. However, these people may be able to save an

activity (via screenshot etc.). Once something is posted, you as the sender are not able to retract it – once 'send' is hit, a message becomes public information (regardless of whether it was posted on a private forum) and can be then forwarded to others and reported by the media.

## 2. Policy Statement

Personal and professional use of social media by BJRU people listed in 1.1 must not:

- a. Bring BJRU into disrepute;
- b. Compromise the effectiveness of BJRU;
- c. Defame or denigrate individuals or organisations;
- d. Imply BJRU endorsement of personal views; or
- e. Disclose, without authorisation, confidential or commercial information

This Policy applies to all social media.

BJRU expects that all persons associated with BJRU who contribute to social media will familiarise themselves with this Policy and will act responsibly in references to BJRU in their social media and online activities.

This Policy should be read in conjunction with all other BJRU Policies especially the Member Protection Policy and Codes of Conduct.

## 3. Principles

The following five principles apply to the use of social media for all BJRU personnel:

- a. Show respect for human dignity and adhere to BJRU mission and values;
- b. Do not use social media to bring BJRU, staff, volunteers, business partners or affiliates into disrepute;

- c. Do not imply BJRU endorsement of personal views;
- d. Ensure confidentiality of information obtained through BJRU is maintained;  
and
- e. Do not use social media to the detriment of BJRU professional activities.

## 4. Players and Coaching Staff

Players and coaching staff are expected to adhere to BJRU's Social Media Policy as a whole. However, BJRU acknowledges the unique requirements that come with a public profile and so the below requirements also apply.

### 4.1 Acceptance of BJRU Accounts

To assist BJRU, players must accept any friend/follow requests from the organisation's social media accounts. These accounts have been set up to help monitor social media behaviour to protect the reputation of the players and the organisation.

### 4.2 Examples of Unacceptable Social Media Conduct

The *following content and behaviour are strictly prohibited* and provide examples of unacceptable conduct. It should be noted that this is not an exhaustive list:

- Usernames and content must not be offensive;
- Offensive posts, including language such as swearing or offensive gestures;

The use of bleeped out profanities, e.g.: S\*\*t is not allowed;

- Breaches of another's privacy;
- Hate speech;
- Content that is derogatory or insensitive to individuals or groups based on

race, colour, ancestry, gender, sexual orientation, national origin, age, disability, or religion – including, but not limited to slurs, jokes, stereotypes or other inappropriate remarks;

- Content that contains obscene or sexually explicit language, images, or acts or nudity;
- Defamatory, disrespectful, discriminatory or harassing content;
- Posts that are misleading, false or injure the reputation of another person or organisation;
- Acts, threats or suggestions of criminal, antisocial or violent behaviour;
- Presence of weapons;
- Consumption, use or the promotion of tobacco or other drugs;
- Implication of intoxication, excessive/binge drinking – no drinks in hand;
- Consumption, use or the promotion of alcohol (after midnight or midweek in-season, when on Queensland Rugby Union-sanctioned tour, any other times as advised);
- Intoxicated posting (if you are unable to legally drive, avoid using social media);
- Make sure you have a teammate's or anyone else's permission before tweeting a photo of them (excludes permissions required of BJRU's Communications/Marketing Sections);
- Publication of personal information of teammates like mobile numbers; email address, home address or other personal information;
- Tweeting on someone else's behalf, using their profile or impersonating them;
- Be aware of the Club's sponsors and partners to ensure you do not comment negatively on their product or service or unknowingly or intentionally promote or endorse a competitor's product;
- Avoidance of endorsing businesses that are direct competitors of BJRU sponsors or partners (unless the business is an individual sponsor approved by BJRU);
- If you become aware of any negative comments made about BJRU or you

as a player, do not respond directly, however inform the BJRU Secretary as soon as possible;

- Avoid giving opinion on areas outside of your expertise (e.g.: politics, legal decisions); a well-intentioned joke could be deemed offensive to some anything that is deemed to have the potential to bring the game or BJRU into disrepute;
- Re-posting or endorsing any other social media post from other accounts that include any of the above prohibited content and behaviour;
- Team sensitive information; including but not limited to tactics, team selection, injury news, players signing, players departing;
- Negative comments or interaction on the operations, decisions or performance of Rugby stakeholders globally; including but not limited to coaches, players, administrators or any official (including referee);
- Commenting negatively on outcomes or matters of RA, QRU, BJRU, World Rugby or other judicial hearings;
- Posting of inner sanctum content, including, but not limited to, team meetings, or commercial information.

### **4.3 Embargo Periods**

BJRU may enforce a social media embargo in accordance with business needs and players and coaching staff are required to adhere to any specific instructions during this time. Embargo periods may include, but are not limited to:

- Crisis management
- Tour
- Gala event
- End of season social activity
- Consumption, use or the promotion of alcohol (after midnight or midweek)

in-season, when on BJRU -sanctioned tour, any other times as advised)

- Game Day

#### **4.4 Game Day Social Media**

Social media can be used on game day, with the following restrictions:

- Players as part of 23 team members are not to use social media from two hours prior to kick-off until after the post-match team meeting;
- Injured and non-23 players seated in the stadium or away from the venue are encouraged to use social media appropriately and in accordance with this Policy
- Team sensitive information; including but not limited to team selection, injury news, players signing, players departing must not be divulged prior to the BJRU Official account/s.

#### **4.5 Adding Value**

As a proud membership organisation, the BJRU media, commercial, community, membership and on-field teams work tirelessly to promote the Association and organisation to prospective new fans, members, partners and stakeholders.

If all those associated with the BJRU share its vision for a successful future, they can be positive ambassadors via their public social media channels. They can help by:

- Offering interesting and useful information, and their own ideas and perspectives that may enlighten and inspire others, within the terms of the Social Media Policy.
- Helping to promote the organisation's and Member Club objectives by posting and/or endorsing BJRU social media posts promoting membership and sponsorship, and general BJRU events.
- Promoting existing sponsors, and where possible trying to incorporate sponsor/BJRU/Club hashtags and usernames.

If you would like assistance in doing this, please ask the Communications Officer in the BJRU Secretariat for help; the person in this position will always be happy to provide support.

## 5. Consequences of Breach

Failure to adhere to this Policy will be regarded as a serious breach of this and related BJRU Policies. Failing persons may be subject to disciplinary action which may include termination of membership, deregistration or dismissal from employment. Where inappropriate use under this Policy constitutes a breach of any law, action may also be taken in accordance with that law by BJRU or concerned third parties.

### **Policy Review**

BJRU may vary or rescind any policies or procedures from time to time at its absolute discretion and without any limitation of its capacity to do so.