



Founded 1870

WFC Social Media Policy

This policy aims to support the Rugby Club management and its members in safely and effectively using social media to communicate with club members and the wider community. This social media club policy aims to protect the reputation of the club, committee and members it serves.

Background

Inappropriate use of social media can lead to reputational, defamation, bullying and other risks to both the Club, its members and the wider community.

Scope

This policy applies to all social media forums and accounts both existing at the time of its publication and that may emerge over time. This policy applies to all club members, parents and anybody wishing to establish an account bearing any identification of, or alluding to association with Wanderers Football Club.

Definitions and Abbreviations

The Club: Wanderers Football Club

Social Media Any digital based platform where members can create and share content including but not limited to Facebook, Twitter, LinkedIn, Instagram, TikTok

Club Committee: The Executive Committee

Designated Social Media Accounts

It is not permitted for a social media account to carry the official name or badge of the club or imply an association in any way with the club without the official approval of the Club Committee.

Social media accounts registered and approved by the club committee will become subject to these social media guidelines and uphold this policy at all times.

Any representative of the club wishing to establish a social media presence on behalf of the club must apply in writing to the club committee, outlining the purpose of the social media channel, demonstrating the benefits to the club and how the practical aspects of capturing and sharing content over the channel will be managed, in addition to outlining how this policy will be upheld in relation to security, reputational and other risks.

The club reserves the right to decline any requests received on reasonable grounds including lack of resource to effectively manage the reputational and other risks or if the purpose outlined is contrary to the general interests/ focus of the club as a whole.

The club can remove permission for a social media account to exist as an official account where the Committee feel that the rationale for the benefit to the club has dissolved, management of the account has become problematic or there has been a repeated breach of the social media policy.

Ownership of Official Social Media Accounts

All social media accounts established on behalf of the Club remain under the ownership of the Club at all times. Administration access to the accounts must be given up when requested by the Club Committee.

Social media accounts established on behalf of the club will present a professional image/ shop window at all times with a description of the club and link to the official club website where appropriate.

Administrators of accounts:

Accounts will have a minimum of two representatives acting as administrators (one of which will be a club committee member) to ensure that accounts can be accessed easily during times of holiday and absence and also to apply a “two eye” monitoring for inappropriate content.

Administrators of the Club’s official social media accounts commit to act in accordance with this policy, the Club’s Code of Conduct set out on this website, the Wanderers FC Code of Ethics and conduct themselves in a way that is appropriate in upholding and building a positive image of the club at all times.

Administrators of the Club’s official social media accounts agree to use password protocols and agree that responsibility for protecting this password and access to the account (e.g. logging out effectively of browsers) remains their responsibility at all times. Any breach of this protocol must be immediately communicated to the Club Committee and steps taken to limit the impact.

Administrators of the Club’s official social media accounts agree not to post anything that constitutes a conflict of interest, and must not promote their own products or services across the official social media accounts of the Club unless expressly agreed in advance by the Club Committee.

Administrators looking to endorse, promote or engage in a national campaign on behalf of official partners such as IRFU or sponsors or unofficial partners such as community groups,

must first seek approval from the Club Committee Administrator to mobilise the social media channel to this effect.

For the purpose of effective management and measurement, administrators will agree when requested to do so, to use relevant social media management tools/ protocols as requested by the Club Committee. The committee reserves the right to evolve these tools/ approaches in keeping with new trends and approaches to managing and being effective in social media delivery.

Administrators are encouraged to attend relevant training and workshops relevant to the delivery of social media on behalf of the club as deemed appropriate.

Responsibility to Club Members

Any representative of the official social media accounts for the club must not by their actions jeopardise the privacy of any member associated with the club. Data gathered through social media channels should not be published without the consent of the membership. This includes allowing members the option of opting out of any social media directory produced. As part of underage consent membership, parents/guardians give their approval to share pictures or videos of young people are posted online.

Administrators agree not to spam or communicate with members of social media groups/ forums in a way that could be determined as being of detriment to the reputation of the club. Administrators agree not to pursue public debates that could bring the Club, the College, the Clubs sponsors and/or the game of Rugby into disrepute more widely or proactively provoke members of the club to do the same.

Confidentiality must be upheld across the club social media channels at all times, no direct messages should be made public without the consent of the person responsible for the original post and content discussed within committee meetings may not be disclosed on social media unless agreed by those present.

Reporting

Any grievance with content displayed on social media accounts pertaining to the club should be directed in person to the individual or respective managers or coaches. Matters of a more serious nature should be discussed with the Club's Executive Committee, via the Club secretary

Social Media Content

Our Code of Conduct requires us to treat each other with RESPECT and not engage in actions that would bring the Club into disrepute...this includes how we conduct ourselves on and off the field AND on social media.

While social media is a good way to keep people attentive to what is posted there is a line between fun and unprofessional. All content should be about the Wanderers rugby program and/or relevant club rugby news. No content should be posted related to gratuitous or inappropriate profiling or consumption of alcohol or illegal substances. Absolutely no controversial or potentially inflammatory comments about the Club, players, volunteers, employees or referees are permissible or acceptable.

All hostile or harassing communications are prohibited. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age, sexual orientation, veteran status, marital status, religion or any other status protected by law or common decency. See the D,E&I policy for more on the club stance in this area.

We must never post anything that would conflict with the values of the Club, or the brand values of our highly valued corporate sponsors.

Administrators distributing content on behalf of the club will ensure that the appropriate agreements have been sought on any photographs or film footage uploaded and shared within social media environments across the official accounts.

Administrators of club official accounts must be aware that any content (photos and film) posted on social media (including but not limited to Facebook, Twitter, LinkedIn, Instagram, TikTok) passes on ownership of the material to the social media provider therefore, caution must be extended in passing on rights over club material (of value) to a third party.

Administrators must make all best efforts to ensure privacy of players etc. especially when injuries etc. occur. Videos/photos of injuries should not appear on official sites without express consent of the individual.

Comment Policy/Disclaimer: "Posted comments and images do not necessarily represent the views of the club. External links on club pages and accounts do not constitute official endorsement on behalf of the club. While we encourage members, friends and family to share thoughts and opinions on our accounts, we expect that this will be done in a respectful manner, the club does not necessarily agree with or endorse every comment that individual members or outsiders post on our pages. Any comments containing inappropriate content: hate speech, profanity, obscenity or vulgarity, defamation to a person or people, name calling and/or personal attacks, comments whose main purpose are to sell a product, and, comments that infringe on copyrights, will be deleted.

Administrators must ensure that the Club value of Respect is adhered to at all times and that this specifically applies to match officials and opposing teams. Any content shared from online environments will link and/or credit the original source of the content.