



PBCRUC Social Media Code of Conduct

The purpose of this policy is to inform players, parents, supporters, members and patrons of the Palm Beach Currumbin Rugby Union Club (PBCRUC) of the Club's expectations in the use of social media.

There is the need to be mindful of behaviour that can impact on players, members and supporters and the reputation of the Club.

For the purpose of this policy, 'social media' and relevant information technology includes the transmission of text and images by, but not limited to, Facebook, Instagram, Twitter, Flickr, Wikipedia, YouTube and internet sites.

This policy relates to the dissemination of information and images on the Club's social media sites as well as on sites used by its players, members and supporters.

PBCRUC recognises that social media is an effective means of communication within our Club community. Please remember that some of our junior players are also users of social media, and as such we expect all posts and comments to be appropriate to our audience.

DO NOT post material that is negative, offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, is otherwise unlawful or likely to bring the Club, its players, members or supporters into disrepute.

The Club's social media is not to be used for promotion of any business, other than our paid sponsors, or otherwise endorsed by the Club. The Club's social media is not to be used for complaints or negative comments. If you have an issue or question, please first check the website, or contact in person, by telephone or by email the appropriate person prior to posting on social media. Often your first point of contact will be your Team Manager, or a member of the committee.

Please remember that all of our team managers, coaches, committees members and club management are volunteers who have their own family and work commitments and may not be able to respond to you immediately.

If you see a photo of yourself or of your child on the Club's social media, which you wish to be removed, please post a comment on the photo politely requesting its removal, or contact our club secretary. Photos posted on the club's Facebook page may be used in other club communications including the website or newsletters. Please be mindful of posting photos of other people's children, and please do not share publicly photos of other people's children without parental permission.

PBCRUC and the administrators of its social media sites reserve the right to:

- Remove any content, which is deemed to breach this policy.
- Remove any person whom is deemed to have breached this policy.

This policy is subject to review and may be altered by the Club Management. Any changes to this policy will be announced via the Club's communications.