
BROTHERS

PENRITH JUNIOR RUGBY LEAGUE CLUB



GUIDELINES FOR SOCIAL MEDIA PARTICIPATION - 2016

- These guidelines apply to all BROTHERS players, officials, parents, supporters and volunteers who create or contribute to blogs, wikis, social networks, virtual worlds or any other kind of Social Media. Whether you log into Twitter, Yelp, Wikipedia, MySpace, Facebook, Facebook Pages, Closed Team Facebook or comment on online stores – these guidelines are for you.....***All of these are considered to be Carriage Services and it is illegal to misuse them.***
- We expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These guidelines might sound strict but please keep in mind that our goal is simple: to ensure that all members of our community participate online in a **RESPECTFUL** way that protects and promotes all participants, your club and the junior leagues reputation, and of course follows the letter and spirit of the law.
- Postings should be family friendly and feature positive news. Do not post information in any format that may harm the reputation of any person or the reputation of your club or the junior league. **Ask yourself whether you would be happy to have the post directed at you – if not, don't post it!**
- Never use a public forum or social media outlet to criticise another participant. Abusive, discriminatory, intimidating or offensive statements will not be tolerated and **any such communication or online contact should be reported to the club secretary or junior league immediately.**
- Watch your language – avoid swear words and profanity and **remember that your sense of humour may not be shared by others.** You should not make comments based on religion, politics, sex, sexuality or racial issues.

- **REMEMBER** that your comments can be seen by **anyone, as these are viewed as being in the public domain**, and a comment is not easy to erase once you commit to making it public. **As a consequence, you can be held accountable for anything you post.** It is important to note that people who publish false or misleading comments about another person in the public domain maybe liable for defamation. **Both our club and the Junior League have Conduct Review Panels which have had to deal with individuals who choose to operate outside of these guidelines.**
- When disagreeing with the opinion of others keep it appropriate and polite.
- **It is inappropriate for adult officials to communicate on a one-on-one basis with players under the age of 18 via social media outlets.**
- Adult officials should not have players under the age of 18 years as their “friends” on social networking sites if the primary reason for the relationship is not rugby league and they have a position of trust in relation to that young person. Any team-based site must provide the Junior League Manager with access privileges.
- Officials should carefully consider what they post as some comments can be seen by friends of friends. This also applies to comments left on other people’s pages and the sharing of photographs. Consider your position as a role model in this area.
- In the event of a player under the age of 18 showing an official a text, instant message, image, email or posting that is considered being inappropriate for a child to have, the official must inform a club official or the junior league immediately.
- Treat others as you would like to be treated.
- Be smart about protecting yourself and your privacy. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google and Microsoft have long memories!
- Junior League participants (players and officials) who send inappropriate electronic communication or post inappropriate online content or comments regarding another junior league player, official or third party will be subject to disciplinary action by the Junior League Conduct Review Committee or Junior League Board of Management.
- **Remember – Pleading Ignorance of these rules is not an excuse !**