



Young Munster RFC

Social Media Policy

Introduction

The social media environment is a wonderful way to grow and strengthen our bond as well as growing our relationships with our members, supporters, and sponsors.

As we grow our social media presence, it is important that all Club members, players, team officials, supporters & volunteers understand how the Club expects you to use social media.

Communications of matches/events or Club related information **will and must** only be shared through the official Young Munster RFC channels, these are monitored & ran by the appointed PRO of Young Munster RFC.

Members, players, team officials, supporters & volunteers can forward information to pro@youngmunster.com for communication.

No person has the permission of the Club to communicate outside of these parameters or set up social media channels associating with Young Munster RFC.

Bullying, harassment, or defamation will not be tolerated by the Club, whether commenting on Official channels or other whereby the Club or any members, players, team officials, supporters & volunteers are targeted online.

Please refer to the Code of Ethics.

Official Social Media Channels:

- Facebook: Young Munster RFC
- Twitter: YoungMunsterRFC
- Instagram: young_munster
- Website: youngmunster.com

Underage/Youth:

Young Munster RFC Guidance on the Use of Photo Equipment, Mobile Phones & Social Media Networks:

Many people use cameras and video equipment at sporting activities and the vast majority, do so for perfectly legitimate reasons. However, there is evidence that people have used sporting events to take inappropriate photographs and video footage, in particular of children and young people in vulnerable situations. Young Munster RFC has adopted a policy in relation to the use of images of players on their official website, official social media channels and in other publications.

Where possible we will avoid the use of the first name and surname of individuals in a photograph. This reduces the risk of inappropriate, unsolicited attention from people within and outside the sport.

Rules to guide use of photography – Children/Youths

- If the player is named, avoid using their photograph.
- If a photograph is used, avoid naming the player.
- Ask for the player's permission to use their image. This ensures that they are aware of the way the image is to be used to represent the sport. A player's permission form is one way of achieving this.
- Ask for parental permission to use their image. This ensures that they are aware of the way the image is to be used to represent the sport. A parental permission form is one way of achieving this.
- Only use images of players in suitable dress to reduce the risk of inappropriate use. The content of the photograph should focus on the activity not on a particular child. Create recognised procedures for reporting the use of inappropriate images to reduce the risks to players.
- Follow the child protection procedures, ensuring either the designated person or, if necessary, the health boards and/or Garda are informed.

Amateur photographers/film/video operators wishing to record an event or practice session should seek permission/accreditation with the children's officer, team manager/coach and/or event organiser of session.

We will display the following information prior to the start of an event to inform spectators of the policy:

In line with the recommendation in the IRFU Code of Conduct, Young Munster RFC, request that any person wishing to engage in any video, zoom or close range photography should register their details with the organisers. Children and young people should only be photographed or filmed with their permission and/or the permission of their parents/guardian".

When commissioning professional photographers or inviting the press to an activity or event we will aim to ensure they are clear about our expectations of them in relation to child protection.

Professional photographers/film/video operators wishing to record an event or practice session should seek accreditation with the children's officer/event organiser/team manager by producing their professional identification for the details to be recorded. We will then:

- Provide a clear brief about what is considered appropriate in terms of content and behaviour
- Inform players and parents that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs.
- Not allow unsupervised access to athletes or one to one photo sessions at events.
- Not approve/allow photo sessions outside the events or at an athlete's home.

Videoing as a coaching aid:

- Video equipment can be used as a legitimate coaching aid. However, permission should first be obtained from the player and the player's parent/carer.

Young Munster RFC are aware of the dangers of permitting camera phones in dressing rooms and should apply appropriate safety rules.

Anyone concerned about any photography taking place at events/matches or training sessions should bring their concerns to the attention of the committee/team manager/coach children's officer.

Mobile phones/Social Media Networks are often used by children for communication purposes, enabling parents to keep in touch and make sure they are safe. Young people value their phones highly as it offers them a sense of independence, and access to Social Media Networks. In addition, they allow quick and easy contact, which can be a safe and efficient way to carry out club business. However, such technology has also allowed an increase in direct personal contact with young people, in some cases used to cross personal boundaries and cause harm to young people. We encourage responsible and secure use of mobile phones/Social Media Networks by adults and young people.

The Club recommends, that children should be advised:

- If you receive an offensive photo, email, or message, do not reply, save it, make a note of times and dates, and tell a parent or children's officer/designated person within the club.
- Be careful about to whom you give your phone number or access to and do not respond to unfamiliar numbers / contacts.
- Change your phone number, Social Media Network in cases of bullying or harassment.
- Do not use the phone in certain locations; inappropriate use of your camera phone may cause upset or offence to another person, e.g., changing rooms.

- Treat your phone as you would any other valuable item so that you guard against theft.

Coaches should remember:

- To use only group texts for communication among players and teams and inform parents of this at the start of the season.
- That it is not appropriate to have constant communication with individual players.
- Not to use a phone in certain locations; inappropriate use of a camera phone may cause upset or offence to another person, e.g., changing rooms.

Young Munster RFC Senior Committee.