



RUSH ATHLETIC FC recognise that the use of social media plays an important role in helping to promote a club when used appropriately. Whilst offering many opportunities social media also presents significant risks. The purpose of this policy is

- To educate, assist and protect RUSH ATHLETIC FC and its members
- To promote good practice in the use of social media

## **1. Scope**

This policy applies to all RUSH ATHLETIC FC club members, this includes, but not limited to, players, coaches, volunteers, committee members, parents, supporters and mentors. It governs the use of social media platforms used to communicate on behalf of RUSH ATHLETIC FC., this may occur using the following means:

- Social media sites affiliated to RUSH ATHLETIC FC
- Commenting/posting on social media sites where RUSH ATHLETIC FC is associated with or identified
- Social Media for personal use where RUSH ATHLETIC FC is associated with or identified

This policy applies to the various social media platforms including, but not limited to:

- Social networking sites
- Video and photo sharing sites
- Forums and discussion boards
- Blogging sites
- Text messaging services



## 2. Standards

Users of social media, those outlined in section 2, must at all times adhere to the following standards:

- Access to posting on your social media platforms should be limited to three people (Social Media Editors), one of whom must be the RUSH ATHLETIC FC Public Relations Officer (PRO), one person must be responsible for GDPR on your committee and a Executive Committee Member. These individuals should be RUSH ATHLETIC FC only authorised spokespersons on your social media platforms.
- RUSH ATHLETIC FC Executive Committee will agree in advance what type of content can be posted on your social media platforms. The Social Media Editors are responsible at all times for the content on your social media platforms. Social Media Editors need to monitor public comments posted to ensure their appropriateness.
- Security of social media platforms. Only RUSH ATHLETIC FC Social Media Editors should know the password/s; these must be changed when there is a handover of these committee positions.
- All content should be suitable for persons under 18 years of age.
- Enable appropriate privacy settings on all social media platforms.
- When posting photographs or videos you must have the appropriate permissions.
- Content should not be based on opinions, politics, sensitive topical issues, sex, “slagging”, ambiguous commentary which could be misinterpreted or commentary on other related organisations.
- Do not post any information that is confidential to the club, its members or any third party that has disclosed information to the club.
- Ensure that all content on our social media platforms is accurate and up to date; content should be removed where it is no longer required.
- Be polite and respectful, posts should always align with the values of RUSH ATHLETIC FC of equality, fairness and transparency.
- Do not promote or advertise a commercial product or business except those approved by the RUSH ATHLETIC FC Executive Committee.
- All RUSH ATHLETIC FC members should be made aware that as a member of your club they are representing the club. As such it is important that members understand how their own personal use of social media can impact others and reflect on their club.
- Breaches of this policy may lead to disciplinary action by the club, and/or by the FAI.



### **3. Related Documents**

- FAI Social Media Policy
- RUSH ATHLETIC FC Child Safeguarding Statement
- Code of Ethics and Conduct for Coaches
- RUSH ATHLETIC FC Constitution
- Parent/Guardian Information
- 

### **4. Related Regulation**

- General Data Protection Regulation (GDPR)
- Copyright and Related Rights Act
- Social media terms of use
- Defamation Act
- Children's First Act
- Prohibition of Incitement to Hatred Act 1989