

# THE LAMBS

Play Fast and Free

## The Lambs RFC

PRESIDENT Mr. Roger Uttley, OBE

CHAIRMAN Mr. Christopher Terry

## The Lambs Social Media Policy

### Introduction

This policy is designed to provide helpful, practical advice to all members and staff in respect of using social media effectively and positively. As the LAMBS RFC we encourage the responsible use of social media (which includes the age group websites). The LAMBS RFC realises that social media has become increasingly popular in recent years, because it allows people to connect in the online world instantly.

Social media can be hugely beneficial in disseminating information about the LAMBS RFC. It is also a popular forum for developing personal and business relationships. It can take many different forms, including internet forums, internet blogs, social blogs, podcasts, pictures and video. The LAMBS RFC recognises that there are a wide range of platforms that the term 'social media/networking' relates to, for example Twitter, Facebook, YouTube and WordPress to name but a few.

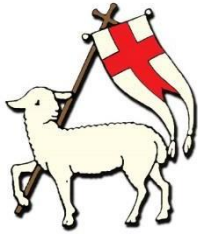
The risks posed by such methods of communication arise from a variety of issues: the privacy provided, the wide range of content that can be transmitted, including content of a violent, sexual or hateful nature, the ease with which images can be forwarded onto others and the difficulty in knowing truly who you are communicating with.

In sport, there are additional risks for young persons: inappropriate pressure can be exerted by adults, particularly coaches, on a young person or inappropriate criticism of a young person's performance. An official position or role within a LAMBS RFC, such as coach, can carry with it a level of authority, and engender a level of trust, that facilitates the control of a young person.

It is important therefore, that all parents, staff, volunteers, coaches, officials/referees, board/trustee members, or anyone working on behalf of Summit are aware of this policy and agree to the following principles.

### Key principles

- Safeguarding young people is a key responsibility of all members and it is essential that everyone at LAMBS RFC considers this and acts responsibly if they are using social networking sites out of LAMBS RFC involvement
- All stakeholders at LAMBS RFC have a responsibility to ensure that they protect the reputation of the LAMBS RFC, and to treat fellow stakeholders of the LAMBS RFC with dignity and respect
- It is important to protect the LAMBS RFC from allegations and misinterpretations which can arise from the use of social networking sites. Consequently, we would request that all social media commentary relating to the LAMBS RFC is of a positive nature – please think carefully before making comments that may lead to unintended consequences



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## **RFU Recommendations (Use of Photo's) :**

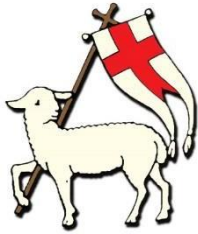
- Use group images, rather than individual images
- For images of individual young people (such as in action shots) where possible use models or illustrations
- Only use images of young people in suitable dress, to minimise the risk of inappropriate adaptation of the image
- If a young person is named on the site, do not include an image (individual or group). If a young person features in an image on the site, do not use the young person's first name or last name, either in text on the site or in the image file name
- Full names should not be used
- The LAMBS RFC will abide by all RFU recommendations regarding photo and video images and will obtain consent from the appropriate responsible person(s) before using any images of a young person or vulnerable adults on its website. (See the LAMBS RFC Photography Policy)

Consent request clauses are included in the registration form which is completed each season and are also held by the LAMBS RFC age group administrators

## **Code of Conduct**

If you wish to set up a social media forum representing the LAMBS RFC in any capacity, you are required to obtain approval from the Director of Rugby prior to making the forum active. The owner/administrator(s) of a forum using social media is required to ensure that:

- All content complies with the LAMBS RFC's and RFU's policies and Codes of Conduct
- No one posts material that is obscene, defamatory, threatening, harassing discriminatory or hateful to another person or entity, including the LAMBS RFC, its stakeholders, any official associated with LAMBS RFC, opposition teams, the RFU or the sport as a whole
- No one's personal information is disclosed
- All groups that contain young persons (under 18 years old) as members have security and privacy settings set to 'closed' or 'secret'; i.e. They are not open to the public
- Groups are organised so that they are either adult/coach/parent only or young person/player only. Coaches can support the development of a team ethos by requesting that information to be shared with players is only added by one of the player representatives/captain
- All 'player only' groups will have TWO adult administrators who will be DBS/CRB cleared and will be known to the parents/carers of the group. They will have received written permission from each parent/carer for their young person to be a member of the group
- Parents of players belonging to the group will be informed of the identity of the Group Administrators at the beginning of the season, when any new player joins the group, or when there is any change in administrator
- The role of Group Administrators on a player-only site is to ensure there is no inappropriate content posted on the site, such as indecent images or cyber-bullying etc. Group Administrators should not post comments, opinions or remarks on the site unless necessary for the safety of the group members
- When adding content to your website avoid taking personal details of young people



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- All members of the forum are 'age aware' and do not invite anyone who is not a member of the team to become part of the group. Adults acting on behalf of the LAMBS RFC as volunteers, in a position of trust with young person, will not invite or accept invitations from young person/players under 18 years to become their 'friends' on social media sites

The owner/administrator(s) of a forum is required to ensure that the content published is:

- Respectful of all individuals and communities with which you interact online
  - Polite and respectful of others' opinions, even in times of heated discussion and debate
- Whilst LAMBS RFC recognises that a certain amount of 'banter' may take place on some forums, we would request that any language used is moderated by the group. Please remember that these forums may be viewed by a range of age groups from both genders. Do not comment in a way that you would not want to be seen in the public domain.

Any grievance, criticism or resentment should be directed in person to the individual (depending on age) or respective group administrators, managers or coaches. Matters of a more serious or contentious nature should be disclosed to the owner/administrator of the forum or the LAMBS RFC's Director of Rugby, if a young person is involved. Serious instances or irresponsible use of social media platforms associated with the LAMBS RFC may be referred to the Chairman of the LAMBS RFC, although any action taken by the Chairman will be judged on a case by case basis.

The LAMBS RFC will take appropriate action to protect the LAMBS RFC's reputation and that of its members, volunteers, young persons and anyone else who is directly linked to the LAMBS RFC.

In Summary:

- Player only or adult only CLOSED/SECRET Facebook (or other) groups
- When posting young person/young people's names full names are not to be used.
- Do not use young person's names in photograph captions. If a young person is named, ensure permission has been given
- Administrators of age group forums to be CRB/DBS cleared and made known to parents of player groups
- Any queries to the Director of Rugby

Further information about how to support young person's safety online in sport can be found here:

here:

<https://www.sportengland.org/our-work/national-partners/child-protection-in-sport-unit/>