



## HIGHLAND RFC CODE OF CONDUCT: SOCIAL MEDIA

### Introduction:

At Highland RFC we encourage all involved to display respect at all times and have pride in representing the club both on and off the field.

This Code of Conduct applies to any **communication** including verbal, written, and online posting (inc. social media) which relates either directly, or indirectly, to Highland RFC.

No communication may be made by member of Highland RFC which

- Contains any threatening, abusive, insulting or indecent language.
- Discriminates on any grounds of race, colour, ethnic origin, nationality, faith, sexual orientation, social class or disability.
- Is detrimental to the interests of Highland RFC, Scottish Rugby or to the game of Rugby in general, or which brings Highland RFC, Scottish Rugby or the game of Rugby into disrepute.
- The individual could reasonably be expected to know would implicate a third party in any disciplinary or legal hearings. This may include, but is not restricted to, the copying and redistribution of any third party communication including social media posting.
- The individual might reasonably be expected to know would undermine the unity of a team, and or the standing of Highland RFC in general.
- Discloses any matter which is confidential to Highland RFC. This may include, but is not restricted to financial matters, team selection, tactics & injuries.
- Contravenes Scottish Rugby codes of conduct for the game or social media.

To reinforce the Highland RFC Child Protection Policy ***unless a child/young person is a direct relation***, any adult member including, coaches, managers, referees, and club officials **should not:**

- Accept as a friend, any member U16 on social networking sites they are members of or share their own personal social networking sites with children or young people involved in youth Rugby.



- Make contact with children or young people known though Rugby outside of the Rugby context on social networking sites.
- Use internet or web based communications to send personal messages of a non-rugby nature to a child or young person.
- Engage in any form of personal communications.
- Contravene Scottish Rugby official guide to Safeguarding Children in Club Rugby.

<https://scottishrugby.org/clubs-and-schools/safeguarding/safeguarding-policy/>

#### All Club Members and Officials Should

- **Be Transparent.** When you are commenting or posting in an official capacity about Highland RFC, always be open and transparent about who you represent. When engaging directly in with others in relation to Highland RFC ensure that you demonstrate full transparency in relation to your interest in Highland RFC. Do not make false representations about yourself or Highland RFC.
- **Be fair and respectful.** Always be respectful and carefully consider how others might perceive you as the representative/ambassador of Highland RFC. Be careful in making or posting comments or content that may damage you or the Clubs reputation. Areas to be mindful of are the use of exaggeration, colourful language, derogatory remarks or characterisations. Do not post content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity. Do not post comments that you would not say directly to another person and consider how other people might react before you post.
- **Be accurate.** Posts should be accurate and fact-checked and capable of substantiation. If you do make a mistake, ensure you correct it promptly. It is important to reference the earlier comment because even if the erroneous comment has been deleted, someone may have saved it as an image or other format to use as evidence.
- **Be smart.** Respect other people's intellectual property including trademarked names and slogans and copyrighted material. It's best practice to assume that all content online is protected by copyright. Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. *If you are unsure as to who might own an item of content, it's better to err on the side of caution and not post the content.*



- **Be aware of confidentiality.** Only reference information that is publicly available. Do not disclose any information that is confidential or proprietary to Highland RFC or any third party that has confidentially disclosed information to you. *Do not cite, post or reference clients, partners or suppliers without approval from the relevant authorities.*
- **Be responsible.** Always abide by the terms of use of the social media platform with which you interact and seek to adhere to the cultural and behavioural norms on the particular platform.
- **Be Secure.** Given the potentially severe sanctions following any breach of the code of conduct Administrators of Web and Social Media sites should keep all login details and passwords secure.

## Conclusion

Highland RFC acknowledges any Highland RFC member has the right to pass reasonable and considered comment on a specific match, or on the sport in general. The club does, however, expect all such comment including social media postings to be constructive and relevant given the potentially unrestricted audience of Social Media platforms including but not restricted to Facebook, Instagram, X (formerly known as Twitter), & Tik-Tok.

When making comment it is accepted that opinions may not represent those of Highland RFC but they can very easily reflect on the club. Highland RFC Members are therefore expected to consider the club's values, its Code of Conduct as well as its long and proud history in making any comment or social media postings that they choose to make.

Any member failing to adhere to this code of conduct may face disciplinary measures in terms of Highland RFC Club Constitution.