



## 2.26 Social Media Policy

The NSWRL acknowledges the enormous value of social networking websites, such as Facebook and Twitter, to promote our sport and celebrate the achievements and success of the people involved in our sport.

### **Social media postings, blogs, status updates and tweets:**

- » Must not use offensive, provocative or hateful language
- » Must not be misleading, false or injure the reputation of another person
- » Should respect and maintain the privacy of others
- » Should promote the sport in a positive way

### **Social Media Rules of Engagement**

- » Know why you use it – engage our community to assist with driving participation in Rugby League
- » Know who you represent – you are not acting as an individual, you are speaking on behalf of your club!
- » Use photos – the statistics say that 40% of people will respond better to visual information than plain text
- » Remember the ‘Grandma Rule’ – do not post anything you wouldn’t want your Grandma to see
- » Do not engage in abuse – you have options to hide or delete an abusive comment
- » Do not engage trolls – you can block someone if they consistently post negative comments on your page
- » Do not forget THE NET doesn’t – posting is permanent! Have a colleague proof read before posting.

### **Permissions**

- » When posting pictures of children, it is important to ensure that you have permission to do so.
- » Do not post any pictures of any children where their parents have not given consent at the time of registration.

### **Social Media and the NRL National Code of Conduct**

All participants – all players, coaches, sports trainers (including League Safe Officers), match officials, club officials, volunteers, parents / carers as well as spectators – are bound by the NRL National Code of Conduct which states ‘understand that cyber-bullying, which includes negative or demeaning comments, status posts, personal messages or emails, is deemed as a serious form of harassment’.

Any behaviour that is deemed to be in breach of the NRL National Code of Conduct may be deemed as an offence which may require investigation and possible suspension or any other penalty deemed fit by a NSW CRLA Code of Conduct Tribunal.