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1. Purpose

At Rugby Ohio we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities.

To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

2. Scope

This policy applies to all associates of Rugby Ohio; board of directors, administration, employees, volunteers, coaches, parents, players, and associates.

3. Covered Media

Web log or blog
Journal or diary
Personal website
Social networking or affinity website
Web bulletin board or a chat room
E-mail

4. Prerequisites


None

5. Responsible Person(s)

Executive Director – Responsibility for approval of policy.
Director of Marketing – Responsible for development of policy.
Director of Administration – Responsible for implementation of policy.

6. References

None

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7. Policy

Social Media Policy

Guidelines


In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Rugby Ohio, as well as any other form of electronic communication. The same principles and guidelines found in Rugby Ohio policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your performance, the performance of fellow associates or otherwise adversely affects associates, members, suppliers, sponsors, or people who work on behalf of Rugby Ohio or Rugby Ohio's interests may result in disciplinary action up to and including termination and removal from Rugby Ohio.

Know and follow the rules

Carefully read these guidelines, the Rugby Ohio Ethics Policy, the Rugby Ohio Confidentiality Policy, Media Policy and Sexual Harassment Prevention Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination and removal from Rugby Ohio.

Be respectful

Always be fair and courteous to fellow associates, members, suppliers, sponsors, or people who work on behalf of Rugby Ohio. Also, keep in mind that you are more likely to resolve Rugby Ohio-related complaints by speaking directly with your others or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage anybody including, without limitation, players, teams, members, associates, suppliers, or sponsors or people who work on behalf of Rugby Ohio, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile environment on the basis of race, sex, disability, religion or any other status protected by law or Rugby Ohio policy.

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Be honest and accurate


Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about others, including without limitation, Rugby Ohio, its associates, members, suppliers, sponsors, people who work on behalf of Rugby Ohio, or Rugby Ohio’s competitors.

Post only appropriate and respectful content

1. Maintain the confidentiality of Rugby Ohio trade secrets and private or confidential information. Do not post internal reports, policies, procedures, or other internal or confidential communications.
2. Do not create a link from your blog, website or other social networking site to a Rugby Ohio website without identifying yourself as a Rugby Ohio associate.
3. Express only your personal opinions. Never represent yourself as a spokesperson for Rugby Ohio unless you are expressly authorized in advance. If Rugby Ohio is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of Rugby Ohio, its members, officers, directors, or other people working on behalf of Rugby Ohio. If you do publish a blog or post online related to the work you do or subjects associated with Rugby Ohio, make it clear that you are not speaking on behalf of Rugby Ohio. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of Rugby Ohio.”

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your direct report. Do not use Rugby Ohio email addresses to register on social networks, blogs or other online tools utilized for personal use.

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Retaliation is prohibited

Rugby Ohio prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination and removal from Rugby Ohio.

Media contacts

Associates should not speak to the media on Rugby Ohio's behalf without prior approval by an officer or director of Rugby Ohio. All media inquiries should be directed to them.