



**ARLC SA Ltd**

**2018**

**Social Media Policy**



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**be active.**



# NRL SA Social Media Policy

## 1. Policy statement

1.1. This policy is intended to help the NRL SA, and its affiliated Clubs and registered players make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, LinkedIn, YouTube or *other relevant social media websites*.

1.2. This policy outlines the standards we require staff, affiliated Clubs and their members to observe when using social media, the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy.

1.3. This policy supplements our *National Code of Conduct Policy*.

1.4. This policy does not form part of any contract of employment and it may be amended at any time.

## 2. Who is covered by the policy

2.1. This policy covers all individuals involved in the game of rugby League in South Australia, NRL SA employees, all affiliated Clubs, Affiliated Associations their members, and volunteers.

## 3. The scope of the policy

3.1. All Affiliated Members and their members (Registered players, Volunteers) are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our game (Rugby League) and our services, employees, partners and competitors.

3.2. Breach of this policy will be dealt with under the National Code of Conduct.

## 4. Responsibility for implementation of the policy

4.1. The NRL SA General Manager has overall responsibility for the effective operation of this policy.

4.2. The NRL SA Media, Marketing and Events coordinator is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.

4.3. All affiliated members and their members are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All affiliated members should ensure that they take the time to read and understand it and ensure that their members also read and understand the policy. Any breach of this policy should be reported to the NRL SA Media, Marketing and Events coordinator.

4.4. Questions regarding the content or application of this policy should be directed to NRL SA General Manager.

## 5. Using social media sites in our name

5.1. Only the NRL SA staff or licenced contractors are permitted to post material on a social media website in our name and on our behalf. Any breach of this restriction will amount to gross misconduct.

## 6. NRL SA requirements

6.1. The NRL has strict requirements regarding the content including on social media. The NRL SA rules apply to all communications made by affiliated Clubs and their members.

6.2. All communications we make using social media which promote our game or the services we provide will be approved by the NRL SA General Manager and must have been through our formal approval process.

## 7. Rules for use of social media

The use of social media must be in accordance with this policy, you must adhere to the following general rules:

7.1. Always write in the first person, identify who you are and what your role is, and possibly use the following disclaimer "*The views expressed are my own and don't reflect the views of my club*".

7.2. Do not upload, post, tag, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.

7.3. Any member of staff who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a club or individual onto a social media website should inform NRL SA Media, Marketing and Events coordinator.

7.4. Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with NRL SA Media, Marketing and Events coordinator.

7.5. Do not upload, post, tag or forward any content belonging to a third party unless you have that third party's consent.



- 7.6. It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticising it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy.
- 7.7. Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- 7.8. When making use of any social media platform, you must read and comply with its terms of use.
- 7.9. Do not post, upload, forward, tag or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- 7.10. Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as a Sporting Body (Rugby League). If you make a mistake in a contribution, be prompt in admitting and correcting it.
- 7.11. You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years.
- 7.12. Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.
- 7.13. If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with NRL SA General Manager first.
- 7.14. Don't discuss competitors, associations or suppliers without their prior approval.
- 7.15. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
- 7.16. Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details (without their prior permission).
- 7.17. Before your first contribution on any social media site, observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow.
- 7.18. If you notice any content posted on social media about us (whether complementary or critical) please report it to NRL SA General Manager.

## **8. Monitoring use of social media websites**

- 8.1. Individuals should be aware that any use of social media websites may be monitored and, where breaches of this policy are found, action may be taken under our National Code of Conduct.
- 8.2. Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us. It may also cause embarrassment to us and to our partners.
- 8.3. In particular uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):
- (a) pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature);
  - (b) a false and defamatory statement about any person or organisation;
  - (c) material which is offensive, obscene, criminal discriminatory, derogatory or may cause embarrassment to us, our partners, clubs or our staff;
  - (d) confidential information about us or any of our staff, clubs or partners (which you do not have express authority to disseminate);
  - (e) any other statement which is likely to create any liability (whether criminal or civil, and whether for you or us); or
  - (f) material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.
- Any such action will be addressed under the National Code of Conduct and is likely to result in consequences.
- 8.4. Where evidence of misuse is found we may undertake a more detailed investigation in accordance with our National Code of Conduct, involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary such information may be handed to the police in connection with a criminal investigation.
- 8.5. If you notice any use of social media by other members of clubs/associations in breach of this policy please report it to NRL SA General Manager.