



## CRRA Use of Social Media Policy

While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. As part of your responsibility of being a referee, through the registration process, you agree to adhere to the spirit and guidelines of this policy.

This policy is intended for all members of the CRRA and applies to content posted on any public social media site but in fact gives a guide for our behaviour and comments in any situation.

- Assume everything you post online will be public
- Consider the potential consequences before sending risky, controversial or frustrated private messages, or something that could create a headline if taken out of context or it ends up in the wrong hands
- Be aware that any information you make public could affect how people perceive the CRRA and/or referees in general. You must make it clear when you are speaking for yourself that it is not on behalf of the CRRA. If you feel compelled to use your personal social media accounts to promote and talk about a fellow referee's officiating or any other aspect of their role either as a professional or community rugby volunteer, you must use a disclaimer such as: "The views expressed on this site are my personal views".
- Referees should not set up any social media channels on behalf of the CRRA as this could confuse messaging and brand awareness. By having official social media accounts in place, the CRRA can ensure consistency of the brand and focus on building a strong following.
- Never use the CRRA's logos or trademarks unless approved to do so. Permission to use logos should be requested from the CRRA Management Committee.
- Think about your own reputation when making a comment through a post. A negative comment is more likely to reflect on you. Inappropriate online activities can be detrimental to your family, friends and team, damage your integrity and impact future employment.
- When online in a personal capacity, you might see opportunities to positively comment on or support the officiating or any other element of a referee's roles and the work we do. Where appropriate and using the guidelines within this policy, we encourage fellow referees to do this as it provides a human voice and raises our profile

- If you become concerned or would like assistance with any of the above, or you are worried about content that is being posted about you, your family or friends then contact the REO or a member of the Management Committee

Remember:

- When using Twitter, Facebook or any other social media platform you are, in effect, broadcasting. If the message isn't fit for broadcasting it isn't fit for social media
- Once posted, content is posted for eternity. Be mindful of your "online footprint"
- If you make a mistake online be transparent and admit it. Apologise if circumstances require it
- Don't send texts, messages or post tweets, pics or comments when drinking or angry
- There will be times when you will be provoked. The best response is none at all. Whatever you do don't get involved in a slanging match