

Rugby Ontario Social Media Policy

Social media is changing the way we work, offering a new model to engage with customers, colleagues, and the rugby community at large. Rugby Ontario believes this kind of interaction can help us to build stronger, more successful relationships. It's a way for us to take part in conversations related to the work we are doing at Rugby Ontario and the things we care about.

These are the official policies for participating in social media for Rugby Ontario. These guidelines apply to all registrants of Rugby Ontario, including Board of Directors, Committee Members, full-time staff, interns, part-time or volunteer staff (e.g. provincial coaches, managers, referee or coach educators); if you're a Rugby Ontario employee, contractor, or volunteer creating or contributing to blogs, wikis, social networks, or any other kind of social media, these guidelines are for you. They will evolve as new social networking tools emerge.

Participation in social networking on behalf of Rugby Ontario is not a right, but an opportunity, so please treat it seriously and with respect.

1. Disclose

Your honesty – or dishonesty – will be quickly noticed in the social media environment. Please represent Rugby Ontario ethically and with integrity.

- **Be transparent:** Use your real name, identify that you work for (or are affiliated with) Rugby Ontario, and be clear about your role.
- **Be truthful:** If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.
- **Be yourself:** Stick to your area of expertise; write what you know. If you publish to a website outside Rugby Ontario, please use a disclaimer something like this: "The postings on this site are my own and don't necessarily represent Rugby Ontario's positions, strategies, or opinions." Remember that unless you have been authorized by Rugby Ontario's Chief Executive Officer (CEO), you cannot speak on behalf of Rugby Ontario. Do not portray yourself as a spokesperson, even an "unofficial" spokesperson, on issues relating to Rugby Ontario. Realize that people may likely form an opinion about Rugby Ontario based on the behavior of its personnel.

2. Protect

Make sure all that transparency doesn't violate Rugby Ontario's confidentiality or legal guidelines for commercial speech – or your own privacy. Remember, if you're online, you're on the record – everything on the Internet is public and searchable. And what you write is ultimately your responsibility.

- **Don't tell secrets:** Never reveal Rugby Ontario-classified or confidential information. If you're unsure, check with Rugby Ontario's CEO. If it gives you pause...pause rather than publish.
- **Don't slam the competition (or us!):** Play nice. Anything you publish must be true and not misleading, and all claims must be substantiated and approved.

- **Don't overshare:** Be careful out there – once you hit “share,” you usually can't get it back. Plus, being judicious will help make your content more crisp and audience-relevant.

3. Use Common Sense

Perception is reality and in online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a representative of Rugby Ontario, you are creating perceptions about your expertise and about Rugby Ontario. Do us all proud.

- **Add value:** There are millions of words out there – make yours helpful and thought-provoking. Remember, it's a conversation, so keep it real. Build community by posting content that invites responses – then stay engaged. You can also broaden the dialogue by citing others who are writing about the same topic and allowing your content to be shared.
- **Keep it cool:** There can be a fine line between healthy debate and incendiary reaction. Try to frame what you write to invite differing points of view without inflaming others. And you don't need to respond to every criticism or barb. Be careful and considerate.
 - Avoid hostile or harassing communications in any posts or other online communications. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status identified by Rugby Ontario and protected by law.
- **Did you screw up?** If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post – just make it clear that you have done so.

Moderation

Moderation (reviewing and approving content) applies to any social media content written on behalf of Rugby Ontario by people outside the company – this includes coaching blogs, provincial team social media accounts, etc. – whether the site is on or off RugbyOntario.com. We do not endorse or take responsibility for content posted by third parties, a.k.a. user-generated content (UGC). This includes text input and uploaded files, including video, images, audio, and documents. While we strongly encourage user participation, there are some guidelines we ask third parties to follow to keep it safe for everyone.

- **Post-moderation:** Even when a site requires the user to register before posting, simple user name and email entry doesn't really validate the person. So to ensure least risk/most security, we require moderation of all UGC posts. The designated moderator scans all posts to be sure they adhere to Rugby Ontario's guidelines.
- **Community moderation (a.k.a. reactive moderation):** For established, healthy communities, group moderation by regular users can work well. This will sometimes be allowed to take the place of post-moderation – but it must be applied for and approved.
- **The “house rules”:** Whether content is post-moderated or community moderated, we use this rule of thumb: the Good, the Bad, but not the Ugly. If the content is positive or negative and in context

to the conversation, then it can be approved, regardless of whether it's favorable or unfavorable to Rugby Ontario. But if the content is ugly, offensive, denigrating, and/or completely out of context, then we ask our moderators and communities to reject the content.

When in Doubt, Ask

If you have any questions about what is appropriate when it comes to social networking, play it smart and check with Rugby Ontario's Communications Coordinator before posting.

Approved by the Rugby Ontario Board of Directors 15 February, 2017

3 Rules of Engagement

