



Eltham Rugby Union Football Club (ERUFC)
Social Media and Communications Policy
Version: Final | Date: September 2025

Purpose

To promote a safe, positive and inclusive environment for all ERUFC members and the wider community through consistent, respectful and engaging communications across social media and other platforms. This policy complements the club's 2025 Communications Plan and aligns with Rugby Victoria and Rugby Australia guidelines, including the Rugby Australia Social Media Policy (2023), particularly in the areas of child safeguarding, online safety, responsible conduct and community engagement.

Scope

This policy applies to all ERUFC committee members, volunteers, players, families, staff and club representatives. ERUFC expects all members, players, parents and volunteers to comply with these standards, particularly around respectful conduct, child safety, and social media behaviour. Any breaches may result in action under ERUFC's policy or referral through Rugby Victoria's disciplinary process. It covers:

- Use of club-managed social media and communication platforms
- Content produced or shared on behalf of ERUFC
- Personal use of social media that references or impacts the club

Principles

Our communications and social media activity reflect rugby's core values:

- Integrity – We are honest, transparent and fair.
- Passion – We share stories that inspire and celebrate our rugby community.
- Solidarity – We promote inclusiveness and connection.
- Discipline – We use communications purposefully and consistently.
- Respect – We treat all individuals with dignity in every post and message.



Roles and Responsibilities

The President, or their nominated delegate, provides final approval on all social media procedures and may be consulted to resolve communication issues or complaints as they arise. The Committee will also nominate a Communications Support Lead to work closely with the Comms Lead, oversee the content calendar, and ensure alignment with club priorities.

Role	Responsibilities
Committee	Review and approve communication policies; approve any new social media channels; nominate a Communications Support Lead; uphold standards and support implementation.
President or Delegate	Provide final sign-off on social media procedures and communications issues as needed.
Comms Lead	Manage all official communications; oversee social media; lead content calendar and newsletter; work in partnership with the Communications Support Lead.
Communications Support Lead	Committee member who assists the Comms Lead with content scheduling, quality assurance, and alignment with club priorities; act as a second point of contact for volunteers and content submissions.
Secretary	Maintain up-to-date distribution lists using Rugby Xplorer; ensure club-wide communications via email and social media are actioned in a timely manner.
Junior Coordinators	Support and gather junior communication. Support parents to revoke permission for use of their children's photos by keeping the register up to date.
Team Managers	Share updates via WhatsApp; flag stories for social media; ensure parents know how to opt-out of images.
Coaches	Provide team highlights for newsletters and match-day stories.



Approved Communication Platforms

- WhatsApp (team and admin groups)
- Facebook and Instagram
- Website (<https://eltham.rugby>)
- The Wattle Newsletter (email and web post)
- Clubroom Noticeboard

Any new social media channels must be submitted to and approved by the ERUFC Committee before use.

Content Guidelines

- Positive and Inclusive: Focus on celebrating achievements, promoting events, and sharing relevant club news.
- Child Safety: Do not post photos of children unless permission has been obtained. Permission has been provided through the registration process, however be mindful of families that have opted out. Tagging children is strictly prohibited.
- Tone: Fun, respectful and casual, but never sarcastic, discriminatory or aggressive.
- Accuracy: Ensure facts are correct before posting. If unsure, verify with the Comms Lead.
- Privacy: Do not publish confidential information or personal details without permission.
- Caution and Safety: Be mindful of the personal information shared online. Hyper vigilance must be exercised when posting anything regarding junior teams and players. Some players (particularly children) may require their whereabouts and identity to be kept hidden for safety and wellbeing reasons. Club personnel administering social media must always adhere to requests from parents/caregivers to remove mentions or images of children. Parents/carers are not required to provide a reason for such requests.

Prohibited Content

- Offensive, obscene, racist, sexist or defamatory comments
- Any form of bullying or harassment
- Disclosure of confidential club matters
- Misuse of ERUFC logos or impersonation of the club



Image and Video Use

- If you do not provide consent for your child's photo to be used in promotion of the Eltham Rugby Club, please email juniors@eltham.rugby. A register is maintained per the Child & Young Person Policy.
- Avoid sharing the names of minors alongside images without specific permission of a parent/guardian.

Security and Account Management

- All official ERUFC social media accounts must be approved by the Committee and registered in the club's central social media log.
- Only designated administrators, approved by the Committee, may have access to account credentials.
- Passwords for all accounts must be stored securely in a shared file available to the President, Secretary, and Comms Lead.
- When account administrators change (e.g. role handovers), passwords must be updated immediately and the access log reviewed.
- No account credentials should be shared via personal messaging apps or unsecured formats.
- Any suspected security breach must be reported to the Committee immediately.
- Club social media accounts must be administered by authorised individuals only.
- Any new accounts must be approved by the Committee and added to the club's registry.

Posting Frequency and Content Types

Platform	Frequency	Sample Content
Facebook/Instagram	3+ times per week	Match-day updates, volunteer stories, sponsor shoutouts
WhatsApp	Weekly	Team news, BBQ rosters, reminders
Newsletter	Fortnightly in season, monthly off-season	Recaps, volunteer highlights, events

Handling Issues

- All concerns or breaches should be reported to the Comms Lead or Club President.



- If serious (e.g. cyberbullying, child safety), the issue will be escalated per Rugby Victoria/Rugby Australia protocols.
- The club reserves the right to remove or request removal of content that violates this policy.

Review and Updates

This policy will be reviewed every two years and in response to major changes in Rugby Victoria or Rugby Australia guidelines.

Approved by: President

Next Review Date: September 2027