



DOCUMENT TYPE: Media Policy - MP01

Singleton Rugby Club LTD

Media Policy

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Definitions

The following terms and acronyms are used within this document:

Code - Refers to the Singleton Rugby Club's Code of Conduct
SRC Board - Refers to the Singleton Rugby Club Board of Directors
Manager – Refers to The Club's Bar Manager
Club – Singleton Rugby Club and Grounds (bounded by land at 73 Howe St Singleton)
Workers - Employees, Directors, Contractors, Members, Players and Consultants
Policy - Refers to the Singleton Rugby Club Media Policy

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Purpose

The purpose of this policy is to set clear expectations on how communications are to be conducted by Singleton Rugby Club (Club) workers using any forms of media or social media which may be connected back to the Singleton Rugby Club Ltd.

It has been developed to empower Club workers so they feel free to participate in the media or social media landscapes, whilst being mindful of their responsibilities and obligations as a worker under the Club values and Code of Conduct.

Media services include television, radio and new papers used for publishing, viewing, sharing and discussing information that may be connected to the Club.

Social media are online services and tools used for publishing, sharing and discussing information. They can include forums, blogs, wikis, social networking websites, and any other websites which allow individual users to easily upload and share content, including text, audio and images.

Understand the requirements of the use of the Club's registered brand and name in media or social media.

Scope

The Club's Media Policy applies to all employees, directors, contractors, members, players and consultants (workers) of the Club.

Authorised Media Spokespersons

Only authorised media spokespersons for the Club may participate in any conversation or interviews on behalf of the Club in media platforms. The SRC Board will appoint those persons who have the authority as media spokesperson. All other workers are prohibited from discussing all Club business or contract sensitive information in the media, as well as from making slanderous or offensive comments about the Club, its employees, directors, contractors, stakeholders or suppliers.

In addition, the use of the Club's brand and name on or in media platforms cannot occur unless the proprietor of the platform has the permission of the SRC Board either in writing or verbal approval by the Club President or Club Secretary.

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Personal use of Social Media

Workers must not allow their use of social media during work hours to have an adverse impact on their work performance. Workers must adhere to the Club's Code of Conduct when using social media at work.

All workers are reminded that they should not have an expectation of privacy when it comes to content and information stored or posted in the social media environment. Even if the worker's intent is to keep the information private, it may unintentionally enter the public domain. Inappropriate content and information stored or posted in the social media environment, which is capable of being connected to the Club and may adversely affect the Club's brand image as well as the reputation of a Club worker.

The Club recommends that workers remain aware of their personal online reputation, security and safety at all times. Workers must not disparage or speak adversely about the Club or its workers.

Please note that this clause **does not** apply to workers' personal use of social media platforms, where there is no reference to the Club, its workers and does not identify themselves as a Club worker.

Media Costs

All advertising costs that are attributed to the Club via any media platform must be approved by the SRC Board or Manager. Cost in excess of \$250 must be approved by the SRC Board, Club President or Club Secretary.

Breaches of the Policy and Disciplinary Action

Breaches of the Media Policy involving a person or persons communicating outside the policy or dishonestly using their position in the club, or illegal activity affecting the Club must be reported to the Manager or SRC Board immediately.

Where, as a result of the above process, a worker is found to have breached the Media Policy it will be dealt with via the Club's Code of Conduct, the Club may take one or more of the following actions:

Disciplinary action may be taken in relation to an employee that breaches the Policy:

- Which may include dismissal or suspension;
- Contracts of service may be terminated;
- Action taken to recover any un-authorized funds;
- The matter may be referred to the NSW Police or other regulatory bodies; and
- Any other actions as deemed appropriate by the SRC Board.

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