

## **CURUFC MEDIA POLICY**

CURUFC wishes to promote the club positively both within the University and externally. It recognises that its publications, online, print and social media are important tools in recruiting new members and engaging with alumni and potential sponsors. It is the responsibility of all members to manage their personal social media presence responsibly.

Social media (including websites, blogs, forums; social networks, such as but not limited to Facebook, LinkedIn, Twitter, Instagram and Snapchat; video-sharing sites such as but not limited to YouTube; and email) are a common means of communication and self-expression.

It is essential that all members or volunteers of CURUFC make informed decisions about how they use all online communications. Anything posted can be seen as a reflection on the Club, and on the University as a whole. Everyone involved in CURUFC has the responsibility to safeguard both on and off the field, and this includes responsible communications.

It is the responsibility of the Club and all its members to:

- Refrain from publishing negative comments about other clubs, players or referees or any controversial or potentially inflammatory subjects.
- Avoid hostile or harassing communications in any posts or other online communications towards any of the protected statuses identified in the Equality Act 2010.
- Identify and credit all copyrighted or borrowed material with citations and links.
- When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
- Ensure that if any online participant posts an inaccurate, negative or inflammatory comment about the Club or member, then the post is removed.

If in doubt be aware of these rules

1. Use common sense
2. Be respectful
3. Respect copyrights and fair use
4. Be aware of confidentiality and data protection