

# SSA Fair Use Policy - Social Media

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## Principles

This policy applies to use of social media by SSA committee members and associates, in terms of both their personal accounts and accounts which have been provided for the purposes of conducting SSA business.

The SSA has a commitment to the club's values both in terms of the general behaviour of its members and also in the content of any communications.

The committee accepts that views which are expressed on personal social media accounts are a matter for the individual. However, it is important that this is clear to readers.

Where committee members and associates are expected to communicate publicly on behalf of the SSA, they will be provided with access to identifiable SSA social media accounts on the relevant platform(s) - Facebook, Twitter, Instagram &c.

There will always be at least two account holders for any social media account (one of whom at least will be a full committee member).

Committee members and associates are encouraged to share SSA and Saracens public information via personal social media channels, but any public information from the SSA must **originate** from SSA labelled social media accounts.

Committee members and associates undertake to ensure that their use of social media is legal, ethical, reasonable and respectful, as set out below.

## Legal

We will not use any form of social media as a forum to promote or carry out illegal or fraudulent activity. Confidential information will be protected and never revealed on social media.

## Ethical

When expressing personal beliefs and/or opinions on social media, we will make it clear that these are our own views and not explicitly, or implicitly, represent them as an official SSA view.

Notes:

Committee members and associates may wish to consider adding a disclaimer to the profile of their personal accounts to say that the opinions expressed are their own and not the SSA's.

It is also recommended that Committee members and associates use the privacy settings on social media sites, such as Facebook, to share their personal opinions with a specific group/groups of people, rather than more publicly.

## Reasonable

When posting or responding to material on SSA official social media accounts, we will ensure that any views expressed are aligned with those of the SSA committee and the values of the club. In general, the SSA will take a neutral stance on issues, or reflect the club's view. If we are in doubt about the SSA position on a topic, advice will be sought from the Chair.

While using SSA official social media accounts we will not post or engage in debate about non-rugby related matters.

## **Respectful**

Any use of social media in situations where we are formally identified, or identifying ourselves, as being associated with the SSA (even if opinions are being given personally) will be handled in a professional and responsible manner, ensuring that we respect other people's rights and opinions.