



What is Social Media?

Social media refers to online tools and services that allow any Internet user to create and publish content. Many of these sites use personal profiles where users post information about themselves. The “social” in social media comes in as these individuals find others with similar interests and interact with them through online communities, sharing information and knowledge, offering support and networking. Social media also allows for the easy sharing and re-purposing of existing content, expanding the reach of your work and enabling others to share it with their friends and networks. Popular social media services include Facebook, Twitter, LinkedIn, blogs, YouTube and Flickr.

Policy Statement

Rugby Ontario will assign the Communications Coordinator create and manage an official Rugby Ontario Facebook Page and Twitter Account representing all Rugby Ontario programs, services and events.

Facebook:

Rugby Ontario will post Press Releases, stories, articles, photos, and information of upcoming events to the official Facebook Page. All postings must be approved by the Executive Director of Rugby Ontario either through blanket approval on some form of postings or approval on individual posting.

Facebook Users **will** be able to, “Like” Rugby Ontario and comment on Rugby Ontario’s posts. However Facebook Users **will not** be able to, post directly on Rugby Ontario’s wall or engage in a discussion forum

Twitter:

At this time Rugby Ontario will only use Twitter as a source to link users back to newsfeeds on the Rugby Ontario Facebook page

General:

When posting stories/pictures etc about or of a youth ensure those responsible for posting are fully aware of and are in compliance of the Child Protection Policy & most specifically the Child Protection Policy – Procedures Manual.

Rugby Ontario staff are not permitted to respond or comment to any negative comments or complaints posted/made on either outlet without the permission of the Executive Director. In addition Rugby Ontario will not engage in the practice of deleting comments from our pages however if necessary comments will be deleted but only with the prior approval of the Executive Director.

Rugby Ontario accounts must be set up using an official Rugby Ontario email address (@rugbyontario.com). Rugby Ontario staff members are not permitted to connect with the Rugby Ontario’s Social Media pages through personal accounts.

Rugby Ontario will not have an official presence on any other Social Networking page, including any other blogging sites, LinkedIn, Flickr, Delicious, etc.