



COMMUNICATIONS & MEDIA POLICY

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STATEMENT AND SCOPE

To provide an understanding of the policies surrounding public statements and media relations and establish procedures for designated people to use in providing timely and effective responses to inquiries from the media. To promote the Club's reputation and ensure consistency and professionalism in how LWRFC, its designated employees, officials and representatives communicate with the media and on social media.

As an employee, club official or representative of London Welsh Rugby Football Club you are expected to demonstrate best practices and appropriate etiquette in communications and social media, including but not limited to the following:

- Be respectful to all, avoiding the use of any defamatory language or any wording which can be construed as hate speech.
- Not to share any confidential club information.
- Not to provide any false or misleading information about the club or its members.
- Not to make any statements to the press or media without prior consultation with the Director of Communications and Media first, or in their absence a discussion with the Club Chairman.
- To ensure all personal views expressed on social media and within any electronic or written communications are marked as such to avoid the impression that it is a view held by London Welsh Rugby Football Club.
- Not to post or write any communication which could bring the club or club's name into disrepute.
- Not to enter into dialogue (or respond to comments) on social media with anyone who is expressing a difference of opinion or "bad mouthing" the club; without discussing a response with the Director of Communications and Media first, or in their absence a discussion with the Club Chairman.
- All media and communications should be in line with the club's safeguarding policy, including, but not limited to, photography and comments relating to those aged eighteen and under.
- Comply with the General Data Protection Regulation (GDPR) when storing information relating to members, players, and officials at the club and to ensure appropriate security measures are taken should that information need to be shared with others for official purposes.

GUIDELINES

Customer Inquiries

Any inquiries made to the club via social media, email, online, by telephone or in writing should be referred to the relevant official within LWRFC and not responded directly to by the person receiving the communication (unless they are the relevant official). The relevant officials for inquiries are as follows:

Press and Media organisations – Ruth Barton or Danny Griffiths

Sponsorship – Jonathan Shankland

Performance Rugby – Cai Griffiths or Jonathan Shankland

Community Rugby – Gareth Vaughan Jones

Women's Rugby – Serena Bailey

Youth Rugby – Joe Bachour or Gareth Vaughan Jones

Mini Rugby – Jonathan Fursland

Events – Mike Talbot

Financial/HMRC – Andrew Williams

RFU related enquiries – Mike Talbot

Safeguarding – David Brunsdon

Membership – Mandy Talbot

The LW Hub – Haydn Parry

Supporter's Club – Rhianon Williams

International Tickets – Danny Griffiths

If in any doubt whether or not to respond to a query or who to refer it to, please contact the Director of Communications and Media for guidance.

Questionable content

Should you come across any questionable content relating to the club; about the club; about the club's representative or officials; players; or members on any social media platforms or in other forms of media please refer them to the Director of Communications and Media.

Safeguarding

LWRFC take the safeguarding of all our players, members and those visiting our club. Please refer to the club's safeguarding policy for full details on safeguarding. It is important that we follow strict regulations when using social media, especially relating to any images taken and published, and abide by the RFU policy which states the following:

“Children must be appropriately dressed when being photographed. It is never acceptable to capture any images in changing rooms, showers, or at any time when players are dressing. Images should be neither sexual, of an exploitative nature nor open to misinterpretation or misuse.”

This policy also applies to sharing or 'liking' posts published by other people or other organisations.

FAQs

When do I need approval to post a message on social media?

For anything that does not relate directly to your media & communications remit at London Welsh RFC.

What kind of information am I allowed to post related to LWRFC on my personal social media?

If your personal social media displays any link to London Welsh RFC, then you must explicitly state on your accounts that any posts made are your own views and not of LWRFC. It is best practice to avoid posting on your personal accounts any views which differ from that of the clubs' official stance on a particular subject.

Should I include my company info in my social media bio? Or should I keep my company accounts and my personal accounts separate?

Please see above.

What should I do on social media during a PR crisis?

Refrain from commenting until formal guidance has been provided by the London Welsh Board of Directors via the Director of Communications and Media.

How do I comply with copyright law on social media?

Do not post images which you do not own the rights to without permission of the person who does. Any images posted should be credited to the owner.

How can I be sure what I am about to post online is appropriate?

Once you have drafted something, take a step back, take a moment to re-read what you have written and that you are happy it is appropriate to post. If in any doubt, please ask.

Is there any guidance relating to email or written communication?

The policies cover both online and email/written communications. When emailing or writing on behalf of London Welsh Rugby Football Club, all communications should be fact checked, and checked for spelling and grammar errors prior to sending. Assistance can be provided with this if needed.

Who can post to the LWRFC social media sites?

Only those who are the specified/dedicated media & communications for each section can post to those accounts. Anyone wishing to have posts shared on another section's social media channels should contact the relevant person to request. NB Permission is not required to share/re tweet etc. posts from other official LW accounts.

CONSEQUENCE OF BREACH

Breaches will be reviewed by the Director of Communications and Media and appropriate action taken. This could be advising an individual of a breach and ensuring they understand how to avoid doing so again, or depending on severity of the breach may result in disciplinary action being taken by the club. (Please see club disciplinary statement for details).

ANNUAL REVIEW

This policy will be reviewed once per year. The policy will be accessible on the LW website.