



Strathmore Rugby Football Club

Social Media Policy

Social Media encompasses the website, Facebook, Twitter, Instagram and other electronic media authorised through the Club Committee and falls under the responsibility of the Club Secretary. Social Media should be used to positively advertise the club and its activities and should be used to reinforce the club vision and the club's work with sponsors, partners and the general community.

Guidelines for being an Administrator:

- Where possible Facebook posts should be succinct and accompanied by a video or photo to maximise hits
- Club sponsors should be tagged on Facebook where relevant or their photo or logo shared
- Facebook and Twitter posts should be published strategically to allow each post to have an opportunity to be viewed without being overshadowed by a newer post
- All updates should be professional: checked for spelling and grammar errors, not derogatory towards other clubs or partners, not include swear words