



BC RUGBY SOCIAL MEDIA AND ONLINE CONDUCT POLICY

BOARD APPROVED: JANUARY 27, 2026



1. Purpose

BC Rugby recognizes that social media is an important tool for communication, connection, and promotion of our sport and community. This policy aims to provide clear guidance on the responsible and respectful use of social media by all individuals and groups representing BC Rugby, consistent with our values of Safety, Integrity, Respect, and Inclusion.

2. Scope

This policy applies to all individuals and groups associated with BC Rugby, including but not limited to:

- Players (junior, senior, representative, and elite levels)
- Coaches and team staff
- Match officials and referees
- Club administrators and volunteers
- BC Rugby employees, board and committee members, volunteers and contractors
- Any person or organization representing BC Rugby in an official capacity

It applies to all social media platforms, including (but not limited to): Facebook, Instagram, X (Twitter), TikTok, Snapchat, YouTube, LinkedIn, Threads, WhatsApp, and any emerging digital communication platforms.

3. Guiding Principles

3.1 BC Rugby Community

When using social media, all individuals within the BC Rugby community must uphold and demonstrate the organization's core values:

- **Safety:** Ensure online spaces and interactions are free from harm, harassment, or abuse.
- **Integrity:** Communicate honestly, transparently, and ethically.
- **Respect:** Treat others with dignity; avoid language or images that are discriminatory, inflammatory, or offensive.
- **Inclusion:** Celebrate diversity and promote a welcoming environment for all participants, regardless of gender, race, sexuality, ability, age, religion, or background.



3.2 Club and Training Group Social Media

Some clubs or training groups set up their own social media groups to share updates, plan travel, or organize competitions. These can be really helpful—but it's important to use them responsibly. Here are a few key points to remember:

- Keep parents in the loop: *Even though many athletes under 19 have their own email addresses, all official club messages should go to a parent or guardian's email.* *
- No private chats: Adults should never message a minor one-on-one through social media. Always keep communication open and transparent.
- Encourage openness: Athletes should be reminded to tell a trusted adult if they ever get a message that makes them feel uncomfortable.

3.3 For Coaches, Officials, and Volunteers

If you work with athletes or members under 19, it's important to be extra careful to avoid any behaviour that could be seen as inappropriate or lead to misunderstandings.

4. Expectations for Social Media Conduct

- Keep communication professional.
- Stay on-topic: Avoid chatting about personal or non-rugby topics with anyone under 19.
- Respect privacy in changing areas: Don't use phones or any devices with cameras in lockers or change rooms.
- Posting or sharing any Social Media posts that tag or otherwise provide contact information for minors. Given/first names should only be used to identify minors in posts.

4.1. Positive Use

- Promote Rugby in a positive and respectful manner.
- Share content that builds community spirit, celebrates achievements, and supports the growth of the game.
- Correct misinformation respectfully and through official channels where appropriate.



4.2. Prohibited Conduct

Individuals must not:

- Post, share, alter or endorse any material that could be considered or intended to be abusive, threatening, discriminatory, defamatory, or harassing.
- Use or disclose confidential information about BC Rugby, its members, or partners.
- Criticize referees, opponents, teammates, coaches, or clubs publicly.
- Engage in arguments or hostile exchanges online.
- Use BC Rugby logos or branding without authorization.

4.3. Personal Accounts

Each individual is responsible for their own online activity, whether on public platforms, private forums, or group chats. Deleting inappropriate content does not excuse a breach.

4.4. Club, Sub-Unions, and Team Accounts

Clubs are accountable for ensuring their members follow this policy and monitoring comments and removing harmful or inappropriate material.

5. Enforcement and Consequences

Breaches of this policy may result in disciplinary action under BC Rugby's Code of Conduct and/or Discipline Policy, which may include but is not limited to:

- Education, written warnings, suspensions, probation, or bans from BC Rugby activities.
- Suspension from participation or official duties
- Fines or removal from representative teams or positions
- Serious breaches which may be illegal under the criminal code of Canada may be referred to external authorities.

6. Reporting Concerns



Any person may report suspected breaches of this policy to a BC Rugby representative or email safesport@bcrugby.com. All reports will be handled confidentially and in accordance with BC Rugby's Code of Conduct and Disciplinary Policy Procedures.

7. Review

This policy will be reviewed annually by the Governance Committee and the Discipline Committee, with recommendations presented to the BC Rugby Board for approval.

Supporting Policies

- [BC Rugby Discipline Policy](#)
- [BC Rugby Code of Conduct](#)
- [ViaSport B.C. Universal Code of Conduct](#)