

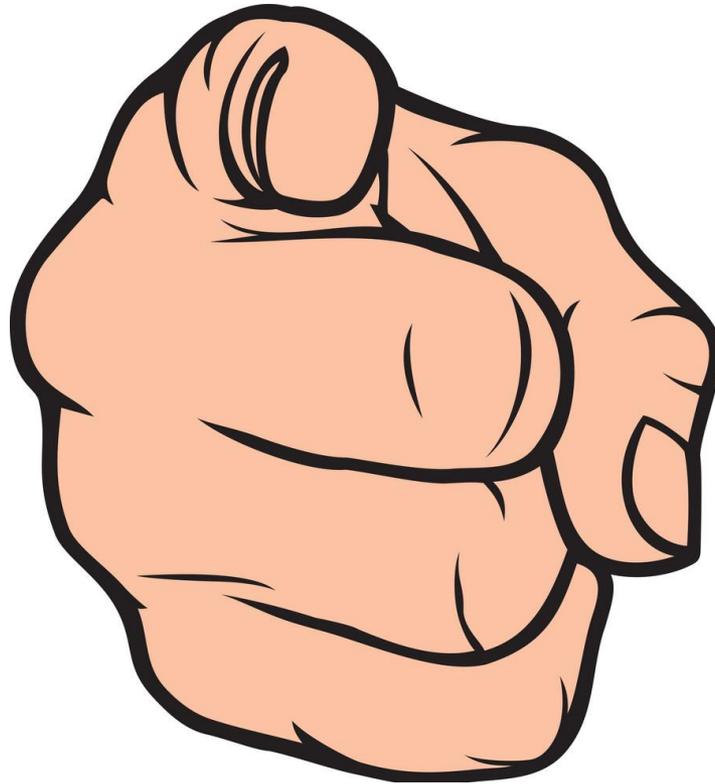


SOCIAL MEDIA & MEDIA - REFEREE GUIDE



IRISHRUGBY.IE

REFEREE SOCIAL MEDIA & MEDIA POLICY



SOCIAL MEDIA CHANNELS:



Instagram & Instagram Stories:

Anyone who is following you can see them – be conscious of what you're posting!



Snapchat:

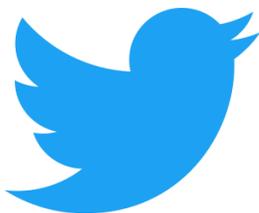
Who's following you?
What are you posting?
Who are you posting to?

SOCIAL MEDIA CHANNELS:



Facebook:

Who are you friends with?
What are you posting?
Who can see your account?



Twitter:

Who's following you?
What are you posting?
Don't use it as a place to "chat"
Think, Type, Tweet

- Use common sense
- Keep things positive and in the value of the game
- Everything is public – check settings
- Be conscious of who is following you
- Don't criticize officials/teams/venues etc.
- Be conscious of sensitive information



MEDIA POLICY

General Guidelines

- When taking part in media interviews, be it through the IRFU or an individual arrangement, referees should check with the IRFU Referee Department around key messages and any potential topics that may arise in questioning – *(Law changes, player welfare, wider Union issues etc)*
- It is appropriate to give the press details of your refereeing career if requested
- It is for YOUR benefit that you check in ahead of the interview taking place – Don't get caught off guard!