

Queensland Rugby League

SOCIAL MEDIA POLICY

Adopted 29 May 2026





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Purpose

Queensland Rugby League (QRL) and QRL-affiliated Clubs use Social Media to promote rugby league, share information about activities and programs, and engage positively with the community.

This Policy sets out the standards and expectations for the safe, respectful and responsible use of Social Media. It is designed to ensure that children and young people's safety, dignity and privacy are upheld and that online conduct aligns with QRL values, safeguarding obligations and Codes of Conduct.

Scope

This Policy applies to all persons involved in QRL or QRL-affiliated Club activities, whether in a paid or voluntary capacity, including but not limited to:

<ul style="list-style-type: none"> Members of boards, committees and sub committees 	<ul style="list-style-type: none"> Volunteers
<ul style="list-style-type: none"> All club members including life members 	<ul style="list-style-type: none"> Coaches, assistant coaches, managers, assistant managers
<ul style="list-style-type: none"> Employees 	<ul style="list-style-type: none"> Support personnel (e.g. physiotherapists, psychologists, masseurs, sports trainers)
<ul style="list-style-type: none"> Contractors and visitors 	<ul style="list-style-type: none"> Referees and match officials
<ul style="list-style-type: none"> Players (regardless of age) 	<ul style="list-style-type: none"> Parents, guardians, spectators and sponsors

This Policy applies to the use of Social Media in connection with QRL and Club activities, events, programs and platforms.



Policy Statement

QRL and its affiliated Clubs are committed to using Social Media in a way that promotes positive engagement and protects the safety, wellbeing and privacy of all participants, particularly children and young people.

Social Media must never be used in a way that causes harm, enables grooming, facilitates bullying or harassment, or compromises personal safety, dignity or trust.

Guiding Principles

Social Media use across QRL and QRL-affiliated Clubs is guided by the following principles:

- Children and young people's safety and wellbeing is the priority in all online activity.
- Social Media content is respectful, appropriate and professional.
- Online behaviour aligns with QRL and NRL Codes of Conduct.
- Privacy, dignity and consent are respected at all times.
- Grooming, bullying, harassment and exploitative behaviour are not tolerated.
- Errors or concerns are addressed promptly and responsibly.



Expected Standards and Prohibited Conduct

Expected Standards

All persons bound by this Policy must:

- Use Social Media responsibly and in a manner that reflects QRL values.
- Respect the privacy, dignity and rights of children, young people and families.
- Comply with consent requirements when sharing images, video or personal information.
- Avoid behaviour that may reasonably be perceived as grooming, exploitation or boundary-crossing.
- Act in accordance with applicable Codes of Conduct and safeguarding frameworks.

Prohibited Conduct

The following conduct is prohibited:

- Friending, following or engaging in Private Messaging with children or young people in connection with QRL or Club activities.
- Posting images, video or personal information of children or young people without appropriate consent.
- Posting content that is abusive, discriminatory, harassing, threatening, sexually suggestive or exploitative.
- Using Social Media to harm individuals or bring the game into disrepute.
- Creating or using false or misleading online identities in connection with QRL or Club activities.

Safeguarding Position

Safeguarding obligations (including those set out in the QRL Children and Youth Risk Management Strategy, QRL Member Protection Policy and QRL Code of Conduct) apply fully to the use of Social Media. Any online conduct, communication or content that raises concerns about the safety or wellbeing of a child or young person must be treated as a child safeguarding matter and prioritised accordingly.

Child safeguarding concerns arising through Social Media use are managed in accordance with QRL safeguarding frameworks and legislative requirements.



Linkage to Governance Frameworks

This Policy operates alongside and must be read in conjunction with:

- the Queensland Rugby League Member Protection Policy; and
- the QRL Complaints, Reporting and Response Procedure.

Alleged or actual breaches of this Policy, including those relating to safeguarding, conduct or integrity, are managed under those frameworks and may be referred to external authorities where required by law.

Consequences

Breaches of this Policy may result in action being taken, including (but not limited to):

- Education, guidance or corrective action;
- Removal of content or restriction of access to Social Media platforms;
- Formal warnings;
- Referral to integrity or disciplinary processes under QRL Rules;
- Referral to external authorities where required.

Any response will be proportionate to the nature of the breach and the risks identified.

Review

This Policy will be reviewed at least annually and following significant incidents, legislative change or governance review to ensure it remains current, effective and aligned with best practice.



Definitions

Unless otherwise stated, terms used in this Policy have the meaning given in the Queensland Rugby League Member Protection Policy and relevant Codes of Conduct.

For the purposes of this Policy:

child / children / young person / young people	A person under 18 years of age.
Private Messaging	Direct digital communication intended to be viewed only by the sender and recipient.
Social Media	Online platforms and services that enable the creation and sharing of content, including text, images, audio and video.