

# Bowls North Harbour Inc.

## SOCIAL MEDIA POLICY

### APPLICATION:

This policy applies to all Members of the Bowls North Harbour Incorporated (“BNH”) including both a Club and in individual, to any person who is (or has been) a guest of the BNH, and to any other person who is, or who has been, a guest of any Member.

This Policy came into effect on 13 April 2018.

### PURPOSE:

The purpose of this policy is to:

- Provide guidance to Members with respect to both personal and official BNH use of social media.
- Set out the accountabilities and responsibilities of Members in relation to BNH’s social media presence.
- Set out the accountabilities and responsibilities of other persons in relation to BNH’s social media presence, including their personal use of social media in respect of matters affecting the reputation of BNH, and any Member/s or Staff.

### SCOPE:

This policy is broad in nature to accommodate the fast-changing landscape of social media.

### RELATED DOCUMENTS:

This policy should be read in conjunction with the following:

- BNH’s Constitution.
- BNH’s General Regulations.
- The Bowls New Zealand Constitution & Regulations.
- Laws of The Sport of Bowls – Crystal Mark Third Edition.

### DEFINITIONS:

The words and phrases in this Social Media Policy shall have the same meanings as in the BNH Constitution. In addition:

**Social media:** means the collective of online communication channels, portals and websites dedicated to facilitating community-based interactions, sharing and collaborations. Social media allows people to socially interact, converse, network and share with one another online; some examples of social media sites and applications include Facebook, YouTube, Twitter, and Instagram.

### PRINCIPLES:

BNH supports the use of social media as a way of facilitating communication and dialogue between its various audiences (e.g. Members, Sponsors, other bowling centres and clubs and organisations and their members, the community and the media) and of enhancing participation and engagement in BNH activities and the sport of bowls.

Members and other persons must always be alert to the fact that postings on social media sites can be immediate, public and permanent, and any consequential actions to modify or delete content can aggravate and escalate situations.

## PERSONAL USE OF SOCIAL MEDIA:

A Member, or any other person, using a social media site as a private individual in a manner which relates to BNH and/or its Members or Staff:

- Must not post confidential or proprietary information about, the BNH, its Members, Staff, or Sponsors, which was acquired as a result of their membership of BNH or their association with a Member, or Staff Member.
- When posting about BNH, must do so in a professional manner and must always consider how the subject matter (whether controversial or not) and/or post may reflect on the BNH.
- Must consider the privacy of other Members, and must not post photos, videos, or details of internal conversations that may identify any person/s without their permission.
- Must not use the BNH logo on personal social media pages without the permission of BNH.
- Must not use the BNH name or logo to promote a product, cause, political party, or national or local government candidate.
- Must ensure that any information posted about BNH, or a Member, or Staff Member, is factually correct.
- Must not make, or endorse, any public statement in the media (including web-based social media) that has (or may have) a negative effect on the interests of any of BNH, its Member/s and/or Staff and/or Officials, Bowls NZ, another centre, or another club.

## RULES GOVERNING BNH SOCIAL MEDIA SITES OR PRESENCES:

- A BNH Member may only make posts on, or edit, an official BNH social media site with the approval of the BNH Board.
  - Only the Board shall approve the establishment of any additional BNH social media site, or presence purporting to be associated with BNH, and shall also appoint a Member or party to have responsibility for maintaining that site or presence.
  - A Member appointed by the Board to have responsibility for a BNH social media site or presence shall ensure that any posting is:
    - a. Up to date and includes appropriate links to the BNH webpage.
- b. Wherever possible, communicated in the first person.
- c. Factually correct.
- d. Authentic and professional in tone and style.
- Members must not reproduce photographs, videos, recordings, trademarks or other material protected by another person's or entity's copyright on any BNH social media site, without first obtaining the appropriate permission.

The Board has authority to moderate any content on any BNH social media site and to require the amendment or deletion of any posts that, in its sole opinion, pose a risk to the reputation of BNH.

## COMPLIANCE:

The Board Member, or any other person having responsibility for monitoring compliance with this Policy, or any Member or other person who becomes aware of a breach of this Policy, shall report that breach to the Board in writing giving full details including date, content, social media site, person committing the breach and other relevant information.

**Breaches of this Policy may result in disciplinary action in accordance with the Bowls North Harbour Constitution and Disciplinary Regulations.**