

POLICY 10

Name of organisation:

Digital Communications Policy



Commitment to Te Tiriti o Waitangi

(insert name of organisation) recognises Te Tiriti o Waitangi as Aotearoa New Zealand's founding document.

(insert name of organisation) is committed to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection and Participation.

Values

(insert name of organisation) encourages everyone involved in play, active recreation and sport to communicate with others in a way that is safe, appropriate and mana-enhancing.

(insert name of organisation) supports the use of social media as a way of communicating information and encouraging engagement/participation.

Everyone should represent themselves and

(insert name of organisation) appropriately online at all times. As part of our community you represent

(insert name of organisation) by extension.

The higher a person's profile becomes within the activity/sport, or their position within

(insert name of organisation), the more people will take note of their behaviour, including online. Young people look up to more senior participants and people involved in the activity/sport as role models.

Purpose

The internet and social media have changed how we communicate. They allow information, including photos and videos to be shared, in real time, to a potentially large audience.

(insert name of organisation) recognises the value of social media in engaging with members of the activity/sport and reaching others who may be interested.

(insert name of organisation) recognises social media can raise its profile, and that of its participants.

(insert name of organisation) also recognises that social media can cause harm. It is important everyone is aware of the need to use social media in a safe and appropriate way, and the consequences of not doing so.

This policy aims to help people involved in

(insert name of organisation):

- use social media, internet and email, safely and appropriately
- reduce the risks involved with using social media, while supporting the benefits.

Application

This policy applies to anyone involved in

(insert name of organisation) and its community, regional and national organisations [delete as appropriate]. This includes volunteers, participants, supporters, club members, employees, service providers, and families/whānau of participants.

Social media includes any online site/forum for uploading and sharing information. This policy applies to all use of social media, internet and email where it relates or refers to

(insert name of organisation). This includes: writing, commenting on, editing and uploading material to blogs, forums, social networking sites, dating apps and sites, photo and video sharing sites.

Information includes written information, cartoons, GIFs, images, photos and videos.

Use of digital communications

Any use of social media, email and internet related to

(insert name of organisation) must follow the guidelines set out below:

Use common sense: Don't say anything you wouldn't say face-to-face with the person. If in doubt, don't share it.

Be clear: Make it clear whether your views are your own or on behalf of an organisation.

Protect your privacy: Do not share anything online that you would not be happy for anyone to see. Be careful about disclosing your personal details. Remember the internet is forever.

Be respectful: Be polite, respect your audience, and keep disagreements professional.

Be honest: Do not share information anonymously or using false names. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the facts before sharing. Write only what you know to be true.

Disclose interests: If you have a personal interest in something you are discussing, point it out. If you are supporting or recommending something you are involved with, or have a close relationship with, honestly state your involvement or relationship.

Reasonable and appropriate use: If you are an employee of

(insert name of organisation), ensure that your personal use of social media, email or internet does not affect your work commitments or productivity.

Respect confidentiality: Protect

(insert name of organisation)'s confidential information. This includes information that is not publicly accessible, commonly known, or not expected to be shared outside of

(insert name of organisation).

Respect others' privacy: Be considerate to others. Don't post information or images when you have been asked not to, or where you have not been given permission. Remove information about another person if they ask you to.

Safeguarding children: Do not share pictures of children or information about them online unless it is safe, appropriate and you have their and their parents', guardian or whānau consent in line with the Media Policy in the Child Safeguarding suite of policies

Get permission: Always ask for permission if the use or publication of information is about another person. Get their permission to use a clearly identifiable photo or video of them. Do not share any information or photos that are of a sensitive nature, or embarrassing. Permission for the use of a person's photo must be obtained for any later or different use, even if they have consented to prior use.

Racism, discrimination, bullying and harassment:

(insert name of organisation)s people include a diverse group of backgrounds, values and points of view. Do not share any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Comply with law: Do not share illegal or indecent content, including damaging, belittling, unfairly critical, or misleading and deceptive content. Copyright laws must be respected.

Individuals must have permission from [e.g. Communications Officer] before engaging in social media as a representative of

(insert name of organisation).

(insert name of organisation) will try to remove social media accounts claiming affiliation with it if they have not been given permission.

Breach

Breaches of this policy include:

- using

(insert name of organisation) name and/or logo in a way that could negatively impact the organisation/club and/or its members
- posting or sharing any material in breach of

(insert name of organisation) policies or the Code of Conduct
- posting or sharing any material that is:
 - a) abusive, harassing, threatening, demeaning, defamatory or libellous material
 - b) insulting, indecent or obscene, offensive, provocative, discriminatory or hateful language.

- posting or sharing any material that breaches any New Zealand law
- posting or sharing any material to

(insert name of organisation) social media channels that breaches the intellectual property rights of other people

- posting or sharing any material that is personal, compromising, embarrassing or in a way that breaches a person's privacy
- posting or sharing any material that damages, or risks damaging

(insert name of organisation), its affiliates, sport, activity, officials, members or sponsors reputation.

People should be aware false statements, defamatory, offensive or threatening comments in social media can lead to prosecution.

(insert name of organisation) supports a common-sense approach to the use of social media. It encourages people to seek clarity from [e.g. Privacy Officer, Communications Officer] if they are unsure whether what they are intending to post or share is appropriate.

Reporting a breach

Individuals who wish to report an alleged breach of this policy should follow the complaints procedure outlined in the Complaints Policy and Procedure.



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