



SOCIAL MEDIA POLICY

APPLICATION:

This policy applies to all Members of the Birkenhead Bowling Club Incorporated (“BHBC”, the “Club”), to any person who is (or has been) a guest of the Club as a member of another bowling club or a club affiliated to Clubs New Zealand, and to any other person who is, or who has been, a guest of any Member.

PURPOSE:

The purpose of this policy is to:

- Provide guidance to Members with respect to both personal and official BHBC use of social media.
- Set out the accountabilities and responsibilities of Members in relation to the Club’s social media presence.
- Set out the accountabilities and responsibilities of other persons in relation to the Club’s social media presence, including their personal use of social media in respect of matters affecting the reputation of the Club 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:

- The Club’s Constitution.
- The Club’s General Regulations.
- The Bowls North Harbour and Bowls New Zealand Constitutions & Regulations.
- Laws of Sport of Bowls – Chrystal Marks 3rd Edition.

DEFINITIONS:

The words and phrases in this Social Media Policy shall have the same meanings as in the Club’s 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:

The Club supports the use of social media as a way of facilitating communication and dialogue between its various audiences (e.g. Members, Sponsors, other bowling clubs and organisations and their members, the community and the media) and of enhancing participation and engagement in the Club 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 the Club and/or its Members or Staff:

- Must not post confidential or proprietary information about, the Club, its Members, Staff, or Sponsors, which was acquired as a result of their membership of the Club or their association with a Member, or Staff Member.
- When posting about the Club, 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 BHBC.
- 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 Club's logo on personal social media pages without the permission of the Club.
- Must not use the Club's name or logo to promote a product, cause, political party, or national or local government candidate.
- Must ensure that any information posted about the Club, or a Member, or Staff Member, is factually correct.

RULES GOVERNING THE CLUB'S SOCIAL MEDIA SITES OR PRESENCES:

- A BHBC Member may only make posts on, or edit, an official Club social media site with the approval of the Club's Board.
- Only the Board shall approve the establishment of any additional Club social media site, or presence purporting to be associated with the Club, 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 Club social media site or presence shall ensure that any posting is:
 - a. Up to date and includes appropriate links to the Club's 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 Club social media site, without first obtaining the appropriate permission.

The Board has authority to moderate any content on any Club 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 the Club.

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 Club's Constitution and Disciplinary Regulations.