



EQUESTRIAN SPORTS
NEW ZEALAND

ESNZ Social Media Policy Guidelines

Introduction

Social media gives individuals, groups, organisations and businesses the opportunity to instantly share information with online communities. Blogs, forums, social networking and video sharing sites are the most popular types of social media sites, however, any forum which allows a user to upload and share information is considered part of the social media space. It is also important to note that information that is shared need not be written; it could take the form of an image or audio visual material.

Equestrian Sports New Zealand (ESNZ) supports the use of social media as a timely and effective method of communication. In addition to engaging with members of the equestrian community, social media can help the organisation reach members of the broader public and traditional media.

ESNZ proactively seeks positive media coverage and does so for the benefit of its athletes and members. Traditionally this media coverage has been through TV, radio and print media outlets however the rise of social media has widened this landscape. Given these changes, all ESNZ members and employees have the opportunity to act as ambassadors for the organisation, simply by maintaining an online presence.

Whilst social media provides great opportunity to raise equestrian's profile and reach new audiences, it also has the potential to harm the reputation of the organisation, its athletes, members and stakeholders. It is crucial therefore that all ESNZ members and employees are aware of the implications of using social media.

The purpose of this document is to provide members and employees of Equestrian Sports New Zealand with guiding principles for using social media. ESNZ encourages anyone bound by this policy (refer to section 2 – Policy Application) to use social media within the parameters outlined in this policy.

Please note, this policy guide should be read in conjunction with the ESNZ Member Protection Policy and ESNZ Codes of Conduct.

Policy Application

This policy applies to all members of ESNZ, employees, officers (including Board of Directors & National Sport Committee Members), administrators, volunteers, national squad athletes, coaches, officials (including Veterinarian officials), team managers, area groups, clubs and associated interested persons who have some form of 'duty' on behalf of ESNZ.

Parents and carers of participating members should refer to ESNZ's Code of Conduct relevant to parents and guardians of participating members.

All forms of social media activity are covered under this policy, including, but not limited to:

- Creating and maintaining social or business networking sites such as Facebook, Twitter, MySpace or LinkedIn.
- Sharing audio-visual content on sites including Flickr, Instagram and Pinterest (photo sharing) and YouTube and Vimeo (video sharing)
- Authoring and commenting on blogs or forums
- Editing a Wikipedia page

This policy is applicable when using social media as:

1. an officially designated individual representing ESNZ on social media; and
2. if you are posting content on social media in relation to ESNZ that might affect ESNZ business, products, services, events, sponsors, members or reputation.



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NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to ESNZ or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to ESNZ may still be regulated by other policies, rules or regulations of ESNZ

Guiding principles

Persons bound by this policy should be mindful that information shared on social media appears in public so careful consideration should be given to content before it is posted. Never forget that information shared within online communities could have implications for the sport and those associated with it.

Information which is shared online can be difficult to retract. A representative might be able to remove his/her original comments however the very nature of social media encourages a person to share information which makes it difficult to know where the information they post finishes up.

Persons bound by this policy should assume that all posts and information they share via social media can be traced back to them.

Adhering to these guidelines will ensure the reputation of ESNZ, its athletes, coaches, officials, employees, volunteers and stakeholders is protected.

Policy breaches

Breaches of this policy include but are not limited to:

- Using ESNZ's name and/or logo in a way that would result in a negative impact for the organisation, area groups, clubs and/or its members.
- Posting or sharing any content in breach of ESNZ's MPP or Code of Conduct.
- Posting or sharing any content that is a breach of any law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing ESNZ, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

Individuals who wish to report an alleged breach of the ESNZ Social Media Policy should follow the complaints procedure outlined in the ESNZ General Regulations. In addition the complaint should be made in writing and include evidence of the alleged breach.

Complaints should be forwarded to the Equestrian Sports New Zealand CEO. The complaint will be handled in accordance with the complaints process outlined in the ESNZ General Regulations.

Please note non-ESNZ members may report a breach however ESNZ will only respond to alleged breaches by an ESNZ member or those listed under section 2 – policy application.

Legislation

As with any form of public communication, online communication can also be subject to legislation. Persons bound by this policy should be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments could lead to prosecution.

Amendments/Interpretation

These Guidelines may be amended by ESNZ as it deems appropriate. The ESNZ Board will be the ultimate authority with respect to the interpretation and implementation of these Guidelines.

Conclusion

ESNZ understands that social media is a new method of communication and as such encourages all persons bound by this policy to seek clarification from the ESNZ Team if they are unsure what constitutes appropriate and inappropriate content.