



**EQUESTRIAN SPORTS**  
**NEW ZEALAND**

## ESNZ Social Media Policy

### 1. Introduction

Social media is about sharing and interaction. It gives everyone a chance to produce their own content, reply to others (such as followers or fans), share exciting moments, reflections and experiences. ESNZ believes that social media has a valuable role to play in sharing the excitement of Equestrian Sports with spectators, supporters and the public. 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.

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 individuals representing ESNZ are aware of the implications of using social media. The purpose of this document is to provide representatives of ESNZ with guiding principles for using social media.

This policy applies to all employees, members and other people associated with ESNZ and ESNZ disciplines/events (including, without limitation, athletes who have been named on ESNZ squads, riders competing with the ESNZ prefix, ESNZ Contractors, coaches, officials, volunteers, national discipline committees and committee members).

Social Media is any kind of tool that you can use for sharing what you know, including, but not limited to:

- Blogs
- Photo-sharing
- Video-sharing (such as You Tube)
- Social Networks (such as Twitter and Facebook)
- Mobile phone applications
- Texting and web-casting.

### 2. Guiding principles

A. Before making a social media post, remember the following general principles:

- Information shared on social media appears in public so careful consideration should be given to content before it is posted.
- Information shared within online communities could have implications for the sport and those associated with it.
- Information shared online can be difficult to retract. A comment may be able to be removed but the very nature of social media encourages a person to share information which makes it difficult to know where the information may finish up.
- You should assume that all posts and information shared via social media can be traced back to you.
- People will make assumptions about what you're like based on what you write and say.
- When sharing information online, remember that you may be considered as holding yourself out as a spokesperson for ESNZ.



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- B. Do not make defamatory, disrespectful and hateful comments about individuals or organisations. Do not insult or say anything that could be construed as offensive.
- C. You should not bring ESNZ or the sport of equestrian into disrepute. The use of obscene language and threatening comments targeted at an individual or organisation will not be tolerated. Comments which are contrary to the spirit and integrity of sport will not be tolerated.
- D. Any comments made on social media should abide by ESNZ's Code of Conduct, specifically:
  - Respect the rights, dignity and worth of others
  - Treating all personal information as confidential
  - Refrain from any form of harassment
- E. Do not share personal, confidential or sensitive information about anyone else or about ESNZ.
- F. Personal sites, blogs and accounts that have an ESNZ 'look and feel' and could be perceived as being ESNZ or one of its disciplines is strictly prohibited. Do not use the ESNZ logo or any other trademarked marks or images on personal social media sites.
- G. If you have any doubts about what you are posting, talk to ESNZ...or don't post it!

**Please note:**

If selected to participate on other teams or in major events such as the Olympic Games and Paralympic Games, you may also be required to adhere to the guidelines imposed by the governing bodies of those organisations.

### 3. Consequences of failing to adhere to this policy

If you fail to follow these guidelines, ESNZ has the right to issue you with a take-down notice. Representatives who are found to not comply with a take-down notice will face disciplinary action.

Repeated breaches of this policy could lead to disciplinary action. ESNZ also has the right to administer sanctions and take legal action.

In addition, as with any form of public communication, online communication can also be subject to legal proceedings. You should be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments could lead to prosecution.