



TBNZ SOCIAL MEDIA POLICY

1. Purpose:

This Policy is all about using social media whilst being mindful of our responsibilities and obligations.

As a member based organisation, Tenpin Bowling New Zealand Inc. (TBNZ) recognises the benefits of social media as an important tool of engagement and communication for our members.

It is important that the reputation of the sport, TBNZ and all its stakeholders are not negatively affected by any individuals using social media inappropriately.

The intent of this policy is to understand who is bound by this policy, outline some guiding principles to follow when using social media to ensure positive use of such platforms, as well identifying breaches or potential breaches of this policy and subsequent actions from TBNZ.

2. Scope & Application of this Policy:

This Social Media Policy must be adhered to when using social media where it relates to tenpin bowling, its business, registered bowling tournaments, championships, events, teams, participants, services, partners, members and any other area which directly relates to the sport.

Any penalty imposed upon a person under this policy must be recognised and respected by all TBNZ Clubs, Associations and Leagues.

This policy covers all forms of social media including, but not limited to, websites and applications that enable users to create and re-publish matter to participate in social networking, which includes the following:

- (a) social networking sites such as Facebook, and
- (b) Any other technologies that allow individual users to upload and republish content.

3. Guiding Principles & Conditions of Use:

Due to the unique nature of tenpin bowling, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is essential that each member of the bowling community makes a clear distinction between what they do, think or say.

TBNZ considers all members of the bowling community are its representatives and ambassadors for the sport.

When persons bound by this policy choose to go public with any comments or material in any way (i.e. posting and sharing) on social media, they are solely responsible for such comments and materials.

Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. In essence, persons bound by this policy post comments and materials at their own risk.

When using social media persons bound by this policy must not:

- (a) Post, republish or include links to any material that contains material that could potentially be illegal, offensive (including language), defamatory, obscene, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, insulting, or otherwise inappropriate in nature;
- (b) Post or republish any content online that they would not be happy for anyone to see, even if they feel confident that an individual would never see it;
- (c) Question the integrity of TBNZ, its officials, stakeholders;
- (d) Post or share material which incites negative acts towards TBNZ, its stakeholders or the sport in general;
- (e) Republish or post anything that is dishonest, untrue, misleading, factually incorrect or misrepresenting TBNZ. If you are unsure, check the source and the facts before uploading or posting anything. If in doubt refrain from sharing or posting this information;
- (f) Post or republish anonymously, using pseudonyms or false screen names;
- (g) Post or republish any information or photos of a sensitive nature. This could include accidents, incidents, or controversial behaviour;
- (h) Use social media platforms as a forum for disputes or grievances where activities are connected to the sport, or retaliate in any way to content that is posted, sent or re-published directly relating to the person or their activities in the sport in a way that would breach this policy;
- (i) any information without the relevant permission being granted;
- (j) Post or republish information when you have been asked not to, or consent has not been sought and given;
- (k) Imply that you are authorised to speak on behalf of an association or group unless you have been given official authorisation to do so;
- (l) Use the TBNZ brand to endorse or promote any product, opinion, cause or political candidate and it must be abundantly clear to all readers that any opinion shared are those of the individual and do not represent or reflect the views of TBNZ.

4. When using social media persons bound by this policy must:

- (a) Look to promote the sport and its activities in a positive manner;
- (b) Respect confidentiality and sensitivity and maintain the privacy of confidential information;

- (c) Seek permission on the use or publication of information that is directly related to an individual such as an image; alternatively, refrain from sharing the content if you are unsure;
- (d) Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have;
- (e) Remember that as a member of the bowling community you are bound by the sports values and Code of Conduct as well as Anti-Discrimination, Harassment, and Cyber Bullying.
- (f) Keep in mind that a failure to abide by this policy could result in the suspension of membership or jeopardise the person's position on any Committee or Board within the sport or jeopardise the person's selection in any team or have potential legal implications;
- (g) Follow the terms and conditions for any third-party sites in which you participate;
- (h) Report any breaches or potential breaches of this policy to TBNZ and refrain from communicating with individual/s that may have breached this policy.

4. Branding and Intellectual Property:

When using social media all members must respect the branding and intellectual property and follow the guidelines in place to ensure that the sport's intellectual property or its relationships with sponsors, stakeholders and others is not compromised.

It is important that any branding or intellectual property belonging to TBNZ or any affiliated club are not used in personal social media applications, except where such use can be considered incidental. Such brandings or intellectual property may include:

- (a) Bowling Centre, Stakeholder, Sponsor, Tenpin Bowling New Zealand and Tenpin Bowling New Zealand logos;
- (b) Slogans, Images depicting Tenpin Bowling volunteers, staff and/or equipment except with the permission of those individuals.

When creating a new website, social media page, blog or forum, care should be taken to ensure the appropriate person at the registered bowling centre has given permission to create the page or forum. Similarly, appropriate permissions must be obtained for the use of logos or images.

Some hosted sites may sell the right to advertise on their sites through "pop up" content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of "pop up" content cannot be controlled.

5. Breach of Policy

While TBNZ appreciates the value of social media especially with communicating, engaging and promoting the sport in a positive way, TBNZ also understands that from time to time this policy may be breached or in risk of being breached.

In circumstances of a breach or suspected breach of this policy, TBNZ may define and apply measures including but not limited to:

- (a) Removing posts from its own social media pages posted by an individual/s that it considers being in breach of this policy;
- (b) Issuing an immediate take down notice to the individual/s who have posted or republished material on social media which has breached this policy, which may also include instructions to cease posting, communicating or republishing material regarding the issue;
- (c) Making a necessary public comment such as a correction, clarification, contradiction or apology in regards to a breach or from the individual/s responsible for the breach;
- (d) Following a breach of this policy disciplinary action from TBNZ may be applied. A breach of this policy may also amount to breaches of other TBNZ policies. Solely at the discretion of TBNZ, this action may involve a verbal warning or written warning or in some cases suspension or cancellation of membership, removal from representative teams or removal from any Committee or Board or any other action deemed appropriate;
- (e) Report a breach of any law to any local authority or wronged party;
- (f) any of TBNZ's available rights at law.

6. Reporting a Breach of This Policy

TBNZ continually monitors online activity in relation to the organisation and its members.

Detected breaches of policy should be reported to TBNZ. Minor infractions may be handled by

the TBNZ Management Team who have the right to escalate more serious matters to the TBNZ Board.

Contact:

TBNZ Chief Executive Officer

Email: ceo@tbnz.co.nz

TBNZ Administration Manager

Email: admin@tbnz.co.nz

Version History

Version	Date	Description of changes	Effective Date	Review Date
1	1.1.2022	New Policy	1.1.2022	N/A