



## New Zealand Water Polo Social Media Guidelines

### *Background*

New Zealand Water Polo (NZWP) recognises that use of networking sites is a growing phenomenon and is increasingly used as a communication, marketing and promotion tool choice for young people and more recently by adults. NZWP encourages athletes, coaches, staff, member associations and clubs to create and maintain social media presence.

Whilst these technologies provide exciting opportunities, NZWP acknowledges that they are accompanied by dangers and negative consequences if abused by users.

This policy includes (but is not limited to) the undernoted technologies:

- Personal blogs/websites
- Twitter
- Facebook
- MySpace
- Bebo
- YouTube
- Instagram
- Snapchat
- Tumblr
- Flickr
- And any other social networking sites

*The social media guidelines should be read in conjunction with the NZWP Code of Conduct.*

NZWP expects all its members to understand and follow the guidelines. Failure to do so may put your future membership at risk.

This policy applies to athletes, coaches, employees, independent contractors and other NZWP members and representatives. If you have any questions or concerns about this policy, please contact the NZWP

CEO, [ceo@waterpolo.org.nz](mailto:ceo@waterpolo.org.nz)

### *Appropriate Social Media Use*

NZWP encourages the use of social media and representatives that engage in social media are encouraged to:

- Respect the audience the organisations you are representing
- Write only what you know
- Make it clear who you are representing
- Take responsibility if you make a mistake
- Be a leader
- Pause, reflect and think

### *NZWP Official Accounts:*

Instagram @nzwaterpolo <https://www.instagram.com/nzwaterpolo/>

Facebook @nzwaterpolo <https://www.facebook.com/nzwaterpolo>

Twitter @nzwaterpolo <https://twitter.com/nzwaterpolo>

YouTube <https://www.youtube.com/channel/UCmoj4qvSBLeeN3gZgSj9alw>

Anyone who wishes to create an official NZWP social media account must seek permission from the NZWP CEO. NZWP will remove any social media accounts that are not given permission and portray an affiliation with NZWP.

### *Management of Official NZWP accounts:*

To ensure the accounts are used in a good spirit and to the benefit of NZWP, accounts will be monitored by the Communications Assistant, CEO and board members.

*Pause, reflect and think:*

- ☐ All posts on Social media must comply with the terms and conditions of the sites as well as these guidelines.
- ☐ All content must comply with copyright regulations
- ☐ All communications are to be in good taste, harassment free, suitable for all ages, respectful.
- ☐ Postings that are racist, sexist, homophobic or contain offensive language will be removed as soon as possible.
- ☐ Never reveal confidential information.
- ☐ Never make offensive or negative comments about other individuals, Clubs/Countries.
- ☐ When disagreeing with other people's opinions, keep it appropriate and polite
- ☐ Cyber Bullying via Social Media outlets will not be tolerated under any circumstances and any breach will be treated accordingly. If in serious breach the relevant authorities will be contacted to deal with the matter
- ☐ Remember anything posted online will be public forever.
- ☐ If you discover anything you consider to be inappropriate, please report it to [media@waterpolo.org.nz](mailto:media@waterpolo.org.nz) as soon as possible, and any other appropriate authorities if needed.