

Social Media Best Practise Guidelines

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Background

Social media is about sharing and interaction. It is any digital tool you use for sharing information and views. It gives everyone a chance to produce their own content, reply to others and share exciting moments, reflections and experiences and it has a valuable role to play in sharing information and achievements of the bridge community – at both club and player level.

However, it also has the potential to harm the reputation of an organisation and its members and stakeholders, if used inappropriately.

The Harmful Digital Communications Act 2015 (the Act) tackles some of the ways people use technology to hurt others. It aims to prevent and reduce the impact of online bullying, harassment, and other forms of abuse and intimidation.

How to Action

Social media is any kind of tool that you can use for sharing what you know, believe or have an opinion about, including, but not limited to:

- blogs;
- photo-sharing;
- video-sharing (such as YouTube);
- social networks (such as Twitter and Facebook);
- mobile phone applications;
- texting, e-mailing and web-casting

Before making a social media post or circulation, remember the following general principles.

- As information or comment shared on social media appears in public, careful consideration should be given to content before it is posted or circulated.
- Information or comment shared within online communities could have implications for the sport and those associated with it.
- What is shared online can be difficult to retract. Although content may be able to be removed, the very nature of social media encourages a person to share, which makes it difficult to know where the content 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 are like based on what you write and say.
- When sharing information online, remember that you may be considered as holding yourself out as a representative of NZ Bridge or of the sport of bridge in New Zealand.
- Do not insult or say anything that could be construed as offensive or constitute an allegation or assertion of misconduct, cheating or unethical behaviour, or that impugns the integrity of an individual (including an official), partnership, Team or group of persons.
- You should not bring NZ Bridge or the sport of bridge into disrepute. The use of obscene, threatening, or disparaging language or commentary regarding a Player, Board or Committee member, official, the organisation or its Affiliated Clubs will not be tolerated. Similarly,

comments that are contrary to the spirit and integrity of the game or to sportsmanship generally are not acceptable.

- Any comments made on social media should abide by NZ Bridge's Code of Conduct and specifically should:
 - respect the rights, dignity and worth of others.
 - treat personal information of others as confidential.
 - refrain from any form of harassment, badgering, bullying, or hazing and unwelcome flirtation, sexual requests, invitations or advances, or derogatory, defamatory or spiteful commentary.
- Do not share personal, confidential, or sensitive information about NZ Bridge, its employees, Board and Committee members, officials or anyone else covered by this policy.
- Personal sites, blogs and accounts that have an NZ Bridge "look and feel" and could be perceived as being NZ Bridge or relating to any bridge event, Congress or Tournament are strictly prohibited. Do not use the NZ Bridge logo or any other trademarked marks or images on personal social media sites.
- If you have any doubts about what you are posting or circulating, talk to NZ Bridge ... or do not publish it!

Consequences

If you fail to follow these guidelines, NZ Bridge has the right to issue you with a take-down notice. Non-compliance with a take-down notice will render may lead to disciplinary action.

Repeated breaches of best practise could lead to disciplinary action. NZ bridge 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 must be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments could lead to prosecution.

All clubs and their members should therefore be aware that social media posts of a nature that could be seen as disrespectful, harmful, or defamatory toward other players, club officials and clubs themselves, are considered as being in breach of our social media best practises

Additional Resources

[Social Media Community Guideline](#)
[Harmful Digital Communications Act](#)