

BASKETBALL NEW ZEALAND SOCIAL MEDIA POLICY

National Team Coaches, Managers and Support Staff

Overview

This Policy has been developed to inform our national team staff about using social media, so they feel enabled to participate, while being mindful of their responsibilities and obligations.

This Policy provides practical guidance allowing all parties to benefit from the use of social media, while both minimising potential risks and protecting those involved.

This Policy assists to establish a culture of openness, trust and integrity in all online activities related to the national basketball teams which fall under the jurisdiction of Basketball New Zealand (BBNZ).

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1 Policy Overview & Purpose:

- 1.1 This Policy contains guidelines for the BBNZ community to engage in social media use. It also includes details of breaches of the Policy. In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from BBNZ.
- 1.2 For the purposes of this Policy, the statement '*... or any BBNZ-affiliated national team*' will refer to the following:
 - 1.2.1 The New Zealand men's senior national team, a.k.a. the Tall Blacks, and their 3x3 counterparts the 3x3 Tall Blacks
 - 1.2.2 The New Zealand women's senior national team, a.k.a. the Tall Ferns, and their 3x3 counterparts the 3x3 Tall Ferns
 - 1.2.3 All New Zealand representative age group teams, in both the 5 on 5 and 3x3 setting.

2 Coverage

- 2.1 This policy applies to all persons who are involved with the activities of BBNZ national teams, whether they are in a paid or unpaid/voluntary capacity, including:
 - 2.1.1 National team head coaches and assistant coaches
 - 2.1.2 Support personnel, including team managers, physiotherapists, psychologists, massage therapists, sport trainers, consultants, and others
 - 2.1.3 BBNZ Employees.
- 2.2 Note that National team athletes are covered under a separate social media agreement.

3 Scope

- 3.1 This Social Media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:
 - 3.1.1 Social networking sites (e.g., Facebook, Twitter, LinkedIn, Google+ etc.)
 - 3.1.2 Video and photo sharing websites or apps (e.g., YouTube, Instagram, Flickr etc.)
 - 3.1.3 Blogs and micro-blogging platforms (e.g., Tumblr, WordPress, Blogger etc.)
 - 3.1.4 Podcasting (e.g., iTunes, Stitcher, Sound cloud etc.)
 - 3.1.5 Instant messaging (e.g., SMS, Skype, Snapchat, WhatsApp etc.)
 - 3.1.6 Public and private online forums and discussion boards
 - 3.1.7 Any other online platforms that allow users to upload and share content.

- 3.2 This policy is applicable when using social media as:
- 3.2.1 An officially designated individual representing BBNZ or any BBNZ-affiliated national team on social media, and;
 - 3.2.2 If you are posting content on social media in relation to BBNZ or any BBNZ-affiliated national team that might affect BBNZ's business, products, services, events, sponsors, members, or reputation.
- 3.3 Note that this policy does not apply to the personal use of social media where it is not related to, or there is no reference to BBNZ or any BBNZ-affiliated national team 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 these brands may still be regulated by other policies, rules, or regulations of BBNZ.

4 Using Social Media In An Official Capacity

- 4.1 You must be authorised by the BBNZ GM Communications before engaging in social media as an official representative of BBNZ or any BBNZ-affiliated national team.
- 4.2 As a part of the BBNZ community, you are an extension of the BBNZ brand. Therefore, it is important that you represent both yourself and BBNZ - and its brands – appropriately, online at all times.

4 10 Social Media Guidelines To Follow

- 5.1 You must adhere to the following ten guidelines when using social media related to BBNZ or any BBNZ-affiliated national team or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.
 - 5.1.1 Use common sense:** Whenever you are unsure whether or not the content you wish to share is appropriate, seek advice from others before doing so - or refrain from sharing the content to be on the safe side. When using social media, the lines between public and private, personal, and professional, can often be blurred. Remember, you are an ambassador for BBNZ and its brands.
 - 5.1.2 Protecting your privacy:** Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see.
 - 5.1.3 Honesty:** Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, or misleading. If you are unsure, check the source and the facts before uploading or posting anything. BBNZ recommends erring on the side of caution – if in doubt, do not post or upload. Do not post anonymously, using pseudonyms or false screen names. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

- 5.1.4 Use of disclaimers:** Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g., part of BBNZ or any BBNZ-affiliated national team) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but do not count on it to avoid trouble — it may not have legal effect.
- 5.1.5 Respect confidentiality and sensitivity:** When using social media, you must maintain the privacy of BBNZ’s confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of BBNZ. Remember, if you are online, you are on the record—much of the content posted online is public and searchable. Confidential information includes things such as details about unpublished details about our BBNZ: e.g., team, coaching practices, financial information and trade secrets.
- 5.1.6 Gaining permission when publishing a person’s identifiable image:** You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents, or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image.
- 5.1.7 Complying with applicable laws and copyright law:** Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying, or misleading and deceptive content. It is critical that you comply with the laws governing copyright in relation to material owned by others and BBNZ’s own copyrights and brands. This includes imagery that you do not have the right to use or share online.
- 5.1.8 Discrimination, sexual harassment, and bullying:** The public in general, and BBNZ’s employees and members, reflect a diverse set of customs, values, and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or otherwise inappropriate. Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put BBNZ at risk. You should always follow the terms and conditions for any third-party sites in which you participate.
- 5.1.9 Avoiding controversial issues:** Within the scope of your authorisation by BBNZ, if you see misrepresentations made about BBNZ or any BBNZ-affiliated national team in the media, you may point that out to the relevant authority at BBNZ. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.
- 5.1.10 Respect the Branding and intellectual property of BBNZ and its brands:** You must not use any of BBNZ’s intellectual property on your personal social media without prior approval from BBNZ. BBNZ’s intellectual property includes, but is not limited to, trademarks, logos, and imagery. You must not create an official or unofficial BBNZ presence using the organisation’s trademarks or name without prior approval from BBNZ. You must not imply you are authorised to speak on behalf of BBNZ unless you are authorised to do so.

6 Policy Breaches

- 6.1 Breaches of this policy include but are not limited to:
- 6.1.1 Using BBNZ's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members
 - 6.1.2 Posting or sharing any content or material that brings, or risks bringing BBNZ, 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 public.
 - 6.1.3 Posting or sharing any content or material that is abusive, harassing, threatening, demeaning, defamatory or libelous, or that includes insulting, obscene, offensive, provocative, or hateful language
 - 6.1.4 Posting or sharing any content or material that has the potential to disclose information or tactics which the national team does not want to be made available to the public e.g., training vision, tactics.
 - 6.1.5 Posting or sharing any content or material that is captured in a national team environment e.g., a tour, practice or game, where the content is used for the poster's personal gain in a financial or other sense.
 - 6.1.6 Posting or sharing any content or material that which if said in person during the playing of the game would result in a breach of the rules of the game.
 - 6.1.7 Posting or sharing any content or material that is in breach of BBNZ's anti-discrimination, racial discrimination, sexual harassment, or other similar policy.
 - 6.1.8 Posting or sharing any content or material that is a breach of any government or local council law, or that infringes the intellectual property rights of others.

7 Reporting A Breach & Investigation

- 7.1 If you notice inappropriate or unlawful content online relating to BBNZ or any BBNZ-affiliated national team, or content that may otherwise have been published in breach of this policy, report the circumstances immediately to media@nz.basketball
- 7.2 Alleged breaches of this social media policy may be investigated, depending on the severity of the situation and its impact on BBNZ and its brands. Where it is considered necessary, BBNZ may report a breach of this social media policy to police.

8 Disciplinary Process, Consequences and Appeals

- 8.1 Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedures in place by BBNZ. Employees of BBNZ who breach this policy may face disciplinary action up to and including termination of employment in accordance with their relevant policies.
- 8.2 Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal.

9 Remember the Do's & Don'ts of Social Media

DO use common sense at all times; in in doubt, don't post it!

DO be honest

DO protect your privacy, and the privacy of others

DO use a disclaimer when you need to

DO respect the confidentiality & sensitivity of BBNZ

DO Comply with applicable laws and copyright law

DO Avoid controversial issues

DO Respect the Branding and intellectual property of BBNZ and its brands

DO NOT engage in any discrimination, sexual harassment, or bullying

DO NOT do anything that will bring BBNZ or any BBNZ-affiliated national team into disrepute.