

NZTFI Social Media Policy



PURPOSE

This policy aims to provide guidelines to follow when using social media. This policy does not apply to the personal use of social media platforms by NZTFI players, referees or officials that makes no reference to the game of tag or related issues.

It is important that the reputation of the New Zealand Tag Football Inc (NZTFI), its affiliated associations, all competitions and the game generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that refers to NZTFI.

When an NZTFI representative (association, convenor, referee, coach, representative players or domestic players) discusses their involvement in the game of tag football on social media, they are expected to behave and express themselves appropriately and in ways that are consistent with NZTFI's values and policies. The web is not anonymous and NZTFI representatives should assume that everything they write can be traced back to them.

SCOPE

This policy applies to NZTFI staff, managers / convenors of affiliated associations, referees, coaches and representative players.

This policy covers all forms of social media including, but not limited to:

- Managing a profile page on social or business networking sites (i.e. facebook, Twitter, MySpace etc)
- Sharing photo or video content (ie. Instagram, flicker, YouTube etc)
- Commenting on blogs for business or personal reasons
- Leaving product or service reviews on retailer / customer review sites
- Taking part in conversations on public and private web forums or
- Editing a Wikipedia page
- Publishing negative or derogatory comments involving NZTFI on your associations website

The intent of this policy is to include anything posted online where information is shared that might affect players, staff, sponsors or NZTFI as an organization and the reputation of the game in general. When using social media all representatives must respect the brands of NZTFI and follow the guidelines in place to ensure that NZTFI's intellectual property or its relationship with sponsors is not compromised or the organization is brought into disrepute.

USAGE

For NZTFI representatives, affiliated association managers and staff using social media, such use:

- Must not contain, or link to, defamatory or harassing content – this also applies to the use of illustrations or nicknames;
- Must not comment on, or publish confidential information;
- Must not bring the New Zealand Tag Football Incorporated or the game of Tag Football into disrepute in any way; or
- Must not be in breach of any of NZTFI's Codes of Conduct in any way.

For NZTFI staff using social media, such use must not interfere with work commitments



OFFICIAL NZTFI WEBSITES, SOCIAL PAGES AND ONLINE FORUMS

When affiliated association convenors / managers create a new website, social networking page or forum care should be taken to ensure the appropriate person has given permission to create the page or forum.

Login details should be kept private and not given out to the general public to reduce the risk of sites being hacked or tampered with.

Permission must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's parent / guardian.

For official NZTFI social pages, forums or blogs:

- Posts must not contain, nor link to pornographic or indecent content;
- All materials published or used must respect the copyright of third parties
- NZTFI staff and oztag convenors must not use official NZTFI websites or social pages to promote personal projects

CONSIDERATION FOR OTHERS WHEN USING SOCIAL MEDIA PLATFORMS

NZTFI staff and Tag Football convenors need to acknowledge that it may not always be appropriate to share photos, videos and comments on social media sites as they will be shared with hundreds of other users. Associations should be considerate to others and not post information when they have been asked not to or consent has not been asked nor given. They must also remove information about another person should they be asked to do so.

Under no circumstances should offensive or negative comments be made about NZTFI, affiliated associations, referees, coaches or players online.

BREACH OF POLICY

NZTFI and Affiliated Associations reserve the right to take appropriate action, as their board see's fit, against any representative who breaches these guidelines including, but not limited to, disciplinary action, fines or taking legal action for damages.

NZTFI will continually monitor online activity in relation to the Association and the game. Any breach of this policy by an Oztag representative should be reported to NZTFI.

If reported and guilty, a breach of this policy may result in disciplinary action, the NZTFI or the affiliated association's have the ability to take action as they deem necessary based on the severity of the breach.



A basic guide is provided below:

NZTFI Staff -		Termination of employment
Affiliated Associations -	1 st offence	Verbal or written warning
	2 nd offence	Termination of affiliation
Representative Coach -	1 st offence	Written warning and termination of that appointment
	2 nd offence	A suspension term from coaching any rep team
NZTFI players -	1 st offence	Verbal or written warning & a written retraction &
apology		posted
	2 nd offence	Suspension term from representative teams and or competitions
NZTFRA Referee	1 st offence	Written warning
	2 nd offence	A suspension term

DEFINITIONS

Affiliated Associations – Any NZTFI competition run under the auspice of New Zealand Tag Football Inc.

Module Coordinator – means the person who is the Key Contact or the president of the association.

NZTFI Representative – is any association, convenor, referee, coach, or NZTFI player.