



## **DNZ Social Media Guidelines**

### **APPLICATION**

All members of Diving New Zealand (DNZ) and associated persons

### **PURPOSE**

To promote positive communication so as to enhance the reputation of DNZ as a National Sporting Organisation, and all DNZ members

### **INTRODUCTION**

DNZ encourages the appropriate use of social media, by all members of DNZ and associated persons, to engage with fans and supporters, to promote the sport of diving (particularly major events) as well as individual athletes and to communicate in a positive manner with the general public

### **GUIDELINES**

#### **Reputation**

The sport of diving, as a competitive sport, has a good reputation with both local media and the general public. The challenge is to promote diving even further, through effective and responsible use of social media

#### **Use of DNZ Logo**

Any use of the DNZ logo for any purpose, other than solely for information or editorial purposes, needs prior approval from the DNZ Board

#### **Postings, blogs and tweets**

DNZ treats all written social media postings, blogs, status updates and tweets as public comment and therefore accessible to the public. A member of DNZ and associated persons should not comment or respond to a comment in a way that may be construed as being derogatory of others, or as putting themselves in a situation where they may harm the reputation of DNZ, their reputation or the reputation of other members of DNZ, including their teammates, as well as other stakeholders of DNZ or third party

#### **Photographs, video, audio**

DNZ treats all photographs, video and audio material posted to social media as public comment and as being accessible to the public. Any material that may be considered derogatory, inappropriate or in bad taste should not be posted or shared

Where content is gathered in a team or event environment, as part of standard media and communications practices by DNZ personnel, approval for posting such material will usually be covered under the relevant team and competition entry agreement(s)

DNZ members and associated persons should at all times be mindful that material posted on various social media may be subject to intellectual property rights. All relevant

consents and waivers should be obtained before using any material that may be subject to intellectual property rights of another organisation or person

### **Liability**

Any DNZ member or associated person who chooses to 'go public' in any way with any comments or material on any media, including social media, are personally responsible for such comments and materials. Individuals should be aware that they can be held personally liable for any breach of copyright, or for posting any comments or material that may be defamatory or obscene. In essence, all DNZ members and associated persons post comments and materials at their own risk. Except where otherwise authorised by DNZ, DNZ members and associated persons should at all times ensure that it is clear that any comments and materials they make are made in their individual capacity and that they do not represent DNZ, any DNZ sponsor or any other third party

### **Infringements**

DNZ reserves the right to take any other appropriate measures with respect to infringements of these guidelines, including issuing a Take Down notice, imposing sanctions to the extent provided under the [DNZ Constitution](#), and or taking legal action

### **Amendment/Interpretation**

DNZ reserves the right to amend these guidelines as it considers appropriate. The Board of DNZ is the final authority with respect to the interpretation and implementation of these guidelines

### **Major events/Other teams**

DNZ members and associated persons should be aware that their participation in DNZ or other teams and at other major events such as the Olympic, Paralympic and Commonwealth Games may require them to comply with strict contractual obligations in relation to use of any form of social media. Where team agreements are in place for such teams and events, all contractual obligations must be followed in conjunction with these guidelines to the greatest extent possible. In the event of conflict the contractual obligations will prevail

For additional guidance, reference should be made to the [DNZ Member Protection Policy](#)

## **DEFINITIONS**

**associated persons** includes the family of DNZ members

**social media** means any social media platform and includes blogs and the internet

## **DOCUMENT MANAGEMENT AND CONTROL**

### **Approved by Board of Diving New Zealand**

Date approved: 29 January 2016

Amendment approved date: 30 March 2019

Links updated 15.12.2020

Uploaded to website 15.12.2020

Review date: March 2021