



Social Media Best Practice Policy

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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.

Principles & Practice:

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 You Tube);
- 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 Orewa Bridge Club, 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 Orewa Bridge Club, 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 Orewa Bridge Club'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, hazing and unwelcome flirtation, sexual requests, invitations or advances, or derogatory, defamatory or spiteful commentary.
- Do not share personal, confidential, or sensitive information about Orewa Bridge Club, its employees, Committee members, officials or anyone else covered by this policy.
- Personal sites, blogs and accounts that have an Orewa Bridge Club "look and feel" and could be perceived as being Orewa Bridge Club are strictly prohibited. Do not use the Orewa Bridge Club 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 the Orewa Bridge Club committee ... or do not publish it!

Consequences:

If you fail to follow these guidelines, Orewa Bridge Club has the right to issue you with take-down notice.

Non-compliance with a take-down notice may lead to disciplinary action.

Repeated breaches of best practice could lead to disciplinary action. Orewa Bridge Club / 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.

The Club and all 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 the Club's social media best practices and those of NZ Bridge.