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Social Network Conduct Policy

1. Objectives

The association is committed to utilising social media to enhance its profile and reputation, to listen and respond to customer opinions and feedback, and to drive revenue, loyalty and advocacy. We encourage members to support our activities through their personal social networking channels while adhering to the guidelines outlined in this policy.

2. Definition

For the purpose of this policy social networking refers to the use of web-based and mobile applications for social interaction and the exchange of user-generated content. Social media channels include Facebook, Twitter, LinkedIn, YouTube, Flickr, blogs, review sites, forums, online communities, location-based networks like foursquare and Gowalla, and any similar online platforms.

3. Key Contacts

Members are encouraged to become fans and followers of the association's profiles and to share company-generated content within their personal networks. **However, the company's channels are administered by designated key contacts only, and all official messaging must be approved and distributed by them. If you have content you wish to share via these channels, please forward it to them for review.**

4. Conduct

Rules of conduct as outlined by association policy apply to social networking activity. Members are expected to conduct themselves in a professional manner, to respect the views and opinions of others, and to demonstrate respect for the association, its ownership, clients, guests, vendors, members and competitors.

The association and its members are committed to conducting themselves in accordance with best industry practices in social networking, to being responsible citizens and community members, to listening and responding to feedback, and to communicating in a courteous and professional manner.

Behavior and content that may be deemed disrespectful, dishonest, offensive, harassing or damaging to the company's interests or reputation are not permitted. The use of social media channels on company time for personal purposes or pecuniary gain is not allowed.

5. Transparency

The association is committed to honesty, authenticity and accountability in all social media communications.

6. Confidentiality and Copyright

Members must not disclose private or confidential information about the association, its members, clients, suppliers or customers on social networks. Members must respect trademarks, copyrights, intellectual property and proprietary information. No third-party content should be published without prior permission from the owner.

7. Enforcement

The association maintains the right to monitor all activity on social networks. Violation of policy guidelines may lead to disciplinary action.