

Bowls Auckland Social Media Policy (External)

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Our social media presence is a key tool for connecting with our community and growing the sport of bowls in Auckland.

This policy sets expectations, obligations, and acceptable practices for consuming and engaging with social media content. By adhering to these guidelines, we can ensure a positive, respectful, inclusive, and safe environment for all.

Let us work together to make our online community as vibrant and thriving as our physical one!

Social Media Guidelines

1. Be inclusive:

- Encourage participation from all community members.
- Celebrate diversity and promote inclusivity in all posts.

2. Show respect:

- Treat everyone with respect and kindness.
- Avoid negative or offensive language.
- Address conflicts privately and constructively.

3. Stay aligned with our Purpose:

- Share content that promotes the growth and enjoyment of bowls in Auckland.
- Highlight events, achievements, and stories from our clubs and community.

4. Build capability:

- Share educational content to help members and clubs improve their skills and knowledge.
- Promote leadership and development opportunities.

5. Support our clubs:

- Showcase club events, milestones, and success stories.
- Encourage club members to share their experiences and engage with the broader community.

6. Foster connection:

- Create engaging and high-quality content that fosters a sense of community.
 - Promote activities and events that bring people together in and around Bowls.
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Content guidelines

Types of content to post:

- Event announcements and highlights.
- Member achievements and stories.
- Educational tips and tutorials.
- Club milestones and updates.
- Community engagement activities.

Tone of voice:

- Friendly, welcoming, positive, informative and engaging.

Engagement practices:

- Respond to comments and messages promptly.
 - Encourage discussions and community interaction.
 - Use visuals like photos and videos to enhance posts.
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Responsibilities

For Bowls Auckland Team:

- Ensure all content aligns with our strategic plan and values.
- Monitor social media channels regularly.
- Address any issues or conflicts in a timely manner.

For Auckland Performance Representatives:

- Act as role models by promoting positive and respectful interactions.
- Share insights and achievements to inspire and engage the community.
- Encourage participation in events and activities through personal engagement and advocacy.

For Club Members and Followers:

- Engage positively and respectfully.
 - Share and promote our content within your networks.
 - Provide constructive feedback to help us improve.
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Breaches of Policy

- The offending comment or message will be removed, and the person deemed to be in breach of the policy will be contacted by a Bowls Auckland official with potential further actions which may result in removal of that person from Bowls Auckland social media platforms.