

FACEBOOK POLICY



Ratified by NZCTA Council June 2020

This document sets out the over-arching policy for all New Zealand Clay Target Association Facebook pages. Discipline specific pages would be the responsibility of the discipline subcommittee.

AIMS AND OBJECTIVES

NZCTA Facebook pages are to be set up with the following objectives:

- Get information out to a larger audience in a timely manner
- Encourage friends of NZCTA members to participate in our sport
- Build a community of supporters
- More easily reach the people we are here to serve
- Engage with the NZCTA members and clubs through information, discussion and feedback
- Advertise NZCTA on the world stage

VALUES

The core values of a NZCTA Facebook page include:

- Friendliness
- Collaboration
- Integrity
- Sustainability

SET UP

All new Facebook pages should be set up as a Page. This is specifically for an organisation (public), rather than a Profile (personal, private).

A Page is a platform to share, connect and promote. It gains fans (not friends).

A Page requires Administrators who maintain and edit the pages. It is linked to the Administrators personal profile (but is private). The NZCTA must, at all times, know who the Administrators are (along with passwords required for the Page).

At least three Administrators are recommended. They must be friends when the Page is set up but they can later unfriend. Administrators are not public.

Editors can post but not delete (i.e. do not have full access). There may be an unlimited number of members who are editors – this to be controlled by the main Administrator.

The Page must have the profanity filter activated at all times.

GENERAL USE

- Any comment or photo that would not be printed in Gunshot should not be posted on Facebook.
- Negative comments – suggest that these can be acknowledged in public but responded to privately.
- No activities that could be considered lobbying are allowed.
- Belittling or bullying of any person (even in jest) is not allowed.
- Information that is inaccurate should be responded to as soon as possible.
- Vulgar or inflammatory language is not allowed.
- Information that purposely or inadvertently identifies members in a way that breaches their privacy is not allowed.
- Best policy for photos of children is to ask their parent/caregiver prior to taking photos if they are OK to post on Facebook.

CONTENT

High-quality, relevant and compelling content that interests our target audience is best.

Items such as:

- NZCTA news
- Club news
- Firearms licensing or ownership news (not lobbying)
- Events calendar
- Results
- Proposals
- Rule changes
- Announcing teams

- Buying/selling (privacy of individuals to be considered)

Posting frequently and consistently is desirable.

The 70/20/10 Rule:

70% value content – This should add value to our community. The posts should be interesting, informative, entertaining or inspiring.

20% shared content – sharing other people's ideas or Facebook posts.

10% promotional content – promoting programmes, events or other promotional information.

It must also be noted that posts on Facebook do not replace the requirements for Gunshot advertisements and details on the NZCTA website.