

NEW ZEALAND RUGBY PROFESSIONAL PLAYERS KEY INFORMATION

7. SOCIAL MEDIA

Social media has changed what is ‘public’ and ‘private’ and has changed the way in which aspects of private lives are accessible to others.

Players can benefit from the use of social media provided it is used responsibly, but remember that any content Players post on social media platforms should be regarded as public statements. Assume everything you post online will be public.

Private text and voice messages can also be broadcast on a social media platform easily, and quickly, by the person a Player is communicating with, or a third party who manages to access that private content. Consider the potential consequences before sending risky, controversial or frustrated private messages, or something that could create a headline if taken out of context or it ends up in the wrong hands.

Players need to ensure they know how to protect themselves from unwanted attention and that private content is kept private, including:

- Making sure your profile is set to private
- Reporting fake profiles
- Only accepting friend requests from people you know and trust
- Don’t post, join groups or ‘like’ inappropriate or offensive content
- Disable geotagging on your mobile device

Remember:

- When using Twitter, Facebook or any other social media platform Players are, in effect, broadcasting. If the message isn’t fit for broadcasting it isn’t fit for social media.
- Once posted, content is posted for eternity. Be mindful of your “online footprint”
- If you make a mistake online be transparent and admit it. Apologise if circumstances require it.
- Don’t send texts, messages or post tweets, pics or comments when drinking or angry.
- There will be times when you will be provoked. The best response is none at all. Whatever you do don’t get involved in a slanging match.

If you become concerned or would like assistance with any of the above, or you are worried about content that is being posted about you, your family or friends then contact your PDM, team management, NZRPA on 0800 PLAYER or the NZRU media department.

TOP TIP: If you have anything on your Facebook, Instagram or other form of social media platform that you would not like your parents, grandparents, current or future partner and kids as applicable to see - clean it up ASAP! Inappropriate online activities can be detrimental to your family, friends and team, damage your integrity and impact future employment.