



**WELLINGTON**  
DRAGON BOAT FESTIVAL

**WELLINGTON DRAGON BOAT FESTIVAL**  
**WHAIREPO LAGOON**  
**39 JERVOIS QUAY**  
**WELLINGTON WATERFRONT**

[WWW.DRAGONBOATFESTIVAL.ORG.NZ](http://WWW.DRAGONBOATFESTIVAL.ORG.NZ)

# MEDIA POLICY

The Wellington Dragon Boat Festival acknowledges the enormous value of social networking applications & websites, such as (but not limited to) Facebook, Instagram, Twitter, Snapchat and YouTube to promote our sport and celebrate the achievements and success of the people involved in dragon boating. At our events and training sessions we often have professional photographers and videographers collecting content for our own marketing. We also encourage paddlers, rescue crew, and volunteers to share their own photos and videos with us.

When anyone registers for the Wellington Dragon Boat Festival they acknowledge and consent to such photos and/or videos being used and shared by Wellington Dragon Boat Festival in line with this Media Policy.

## SHARING

Social media content, including postings, blogs, status updates and tweets:

- Must not use offensive, provocative or hateful language;
- Must not be misleading, false or injure the reputation of another person;
- Must be respectful;
- Must not damage the reputation or operations of the Wellington Dragon Boat Festival, its staff or volunteers;
- If someone asks for a photo of themselves to be removed, this should be actioned as soon as practicable.

## STORAGE

- Photographs and recordings should only be shared with approved staff members;
- The Wellington Dragon Boat Festival takes security of content seriously. Photographs and recordings are stored in online cloud storage to then be shared with our digital marketing agencies. These folders are protected so only the necessary people can access them.
- Breaches related to the storage and sharing of images and recordings must be reported to the Festival Manager immediately.

Breaches of this policy will be considered a serious matter.

If you have any concerns in relation to this policy, please contact the Festival Manager.

Policy last updated: 3 November 2023

