

# Experience Namibia

*The best hunting destination in Africa*



A quick guide to  
**ethical marketing**  
practices for  
hunters.



MINISTRY OF ENVIRONMENT  
AND TOURISM

# *Foreward*

## **The Posting Of Hunting Photographs On Social Media**

In today's modern world of instant communication and distribution of photographs and other images, life has become a lot easier when it comes to the sharing of experiences. At the click of a button the entire world can share the wonderful scenery and wildlife that is so abundant in our beautiful country.

Unfortunately, there is a downside to social media and the reaction that images can provoke. When sharing photos, you potentially share images with the world and, as with any society, these images will be viewed with differing reactions and opinions. This is especially true of Conservation Hunting where a great portion of the world's population is unaware of the benefits that such selective hunting offers to conservation at large. Hunting is often misunderstood and therefore the un- or misinformed public can easily be swayed and influenced. Hunting images can be viewed as controversial and, as a result thereof, elicit a negative reaction

from the viewer. It is for this reason that the hunting professional and his or her client must, **AT ALL TIMES**, be cognizant of the potential reaction that any images might cause and consider this whenever posting on social media.

Namibia cannot afford any opposition to hunting, as it is dependent on responsible hunting for continued conservation through sustainable use, as per Namibia's Constitution.

This brochure has thus been published with the above consideration in mind, in order to both protect the hunting professional and hunter, as well as to inform and educate the general public as to the benefits derived from Conservation Hunting, both in terms of conservation, as well as the benefits to the Namibian society.

**Hon. Pohamba Shifeta**  
**Minister of Environment and Tourism**

## *Hunting in Namibia*

### **How we do it here....**

Currently Namibia is the epitome of balanced land use and a healthy environment. Wildlife - and all-natural resources - are utilised sustainably and are integrated with other rural livelihood activities for the benefit of the people and the land. Hunting in Namibia contributes directly to this.

Hunters are nature lovers who seek to adopt sustainable and ethical hunting methods that contribute towards conservation strategies, with the aim of protecting wildlife and its habitat. Hunters have an inherent interest in serving as

protectors and custodians of wildlife populations.

NAPHA's Code of Conduct clearly states our intent to secure the industry for current and future generations, as well as to ensure sound and ethical social, business, hunting and environmental practices at all times and our recommendations serve to further this aim.

With this pamphlet we provide guidelines to hunters when representing our proud hunting collective.



**To keep the experience real, we recommend that hunting outfitters and visiting hunters abide by the following guidelines when marketing hunting in Namibia or sharing their experience of a hunt, especially online and on social media platforms:**

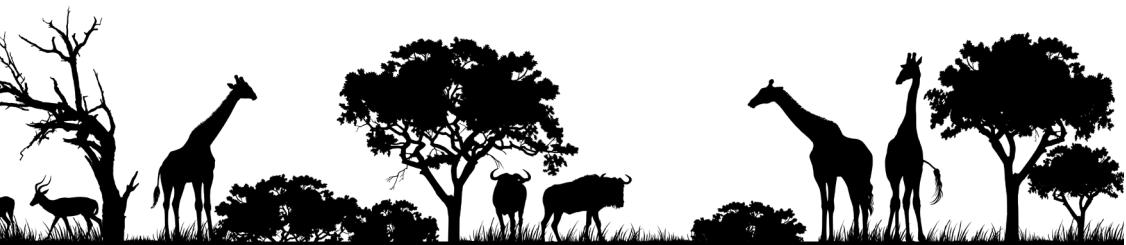
*Yeho Yay Okay*  
**DO**

#### **In practice:**

- Promote quick, ethical kills.
- Be open to teaching aspiring hunters and non-hunters the value of ethical legal hunting and stewardship of wild animals.
- Try to support a local charity or NGO in your community.
- Share your game meat with the local community in your area.
- Explain that hunting is a tool for scientifically based wildlife management, having a profound and positive effect not only on the prey animals, but all the animals, plants, etc. which live in these ecosystems.
- Explain that legal hunting for wildlife management is **NOT** poaching.
- Do assure that your statements are in line with your Association's Constitution / Code of Conduct.
- Realise your responsibility to assure hunting may be conducted by future generations.
- As a general guideline, ask yourself if you would share a certain hunting related image with a non-hunting friend over breakfast. If no, then that image would have no place in media.

#### **On social media:**

- Pose the animal in a respectful position.
- If you add a caption, keep it respectful and avoid any arrogance and foul language.
- Adjust the privacy settings on your account so that the general public does not have access to your pictures, etc.
- Educate and share facts (generic write-up's)
- Bear in mind that your reputation is at stake as statements made on social media cannot be deleted. Even if hidden, someone might have picked it up for distribution.
- Report any misuse.
- Realise that posts will become part of the public domain and therefore are open to public scrutiny and comment.
- Report on poaching activities.
- Emphasise the importance of hunting for food, clothing, etc.
- Emphasise the impact on conservation and preservation of habitat.
- Emphasise nature and the experience of nature whilst on a hunt.
- Explain the variety of protein and nourishment gained from hunting.
- Share images of preparing game whilst braaiing / cooking.
- Explain the impact of hunting on Human Wildlife Conflict Management.



# Don't

## In practice:

- Don't boast about horn size or push for record book position on a photo of a trophy.
- Don't hunt a young animal just for the size of its horns.

## On social media:

- Avoid posting images of the most controversial species such as elephants, lion, hippos, crocodiles, leopard and rhino. Big game hunting attracts more criticism than any other type of trophy hunting.
- Don't post grip-and-grin photos of dead animals.
- Never display/pose an animal in a disrespectful way (hanging animal, standing on animal). Never show a hunter posing on top of an animal, leaning against it, sitting on it or resting a foot on it. This is seen as highly disrespectful towards the animal.

- Do not make yourself the centre of attention. The photo should show the animal as the main focus with some natural environment.
- Refrain from providing incorrect information - this may be distributed globally.
- No backing from your association if you engage in any "illegal activity".
- Refrain from participating in insulting or degrading statements.
- Avoid stooping to the level of personal attacks and getting drawn into heated arguments.
- Avoid using "magnet words" such as "iconic", "rare", "endangered" or "scarce".
- Be sensible when posting images with weapons.

By following these guidelines, we raise awareness on the good of hunting and will change the perception of hunting.

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