

## Ethical Hunting & Social Media Best Practices

### 1. Ethical Hunting Guidelines

- **Hunting must be conducted according to Fair Chase principles**, ensuring that animals have a natural inclination to escape.
- Hunters must use **humane methods and appropriate equipment** to minimize suffering.
- **Prohibited practices:**
  - Hunting **with artificial light or from a motorized vehicle**.
  - **Taking female animals with dependent young**.
- **Bow-hunters should train continuously** to improve accuracy and ensure ethical kills.
- Ethical hunters must **actively contribute to wildlife conservation**, biodiversity protection, and sustainable hunting practices.

### 2. Social Media Best Practices for Hunters

- **Be aware of the global reaction:** Many people do not understand the conservation benefits of ethical hunting, and images can provoke strong reactions.
- **Avoid posting controversial or insensitive images:** Trophy-hunting photos can be misinterpreted, leading to negative perceptions.
- **Always consider the potential impact** of any hunting-related post before sharing it on social media.
- Namibia depends on responsible hunting for **conservation through sustainable use**, and negative public perception can threaten its future.