

SHOW HORSE COUNCIL OF AUSTRALASIA INC.



# Show Horse Council of Australasia Inc.

Social Media Policy

## Abstract

The SHCA Social Media Policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations

# Show Horse Council of Australasia Inc

## SOCIAL MEDIA POLICY

### 1. Policy overview and purpose

- 1.1 Social media is changing the way we communicate.
- 1.2 This policy has been developed to inform the Show Horse Council of Australasia community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.
- 1.3 This policy assists to establish a culture of openness, trust and integrity in all online activities related to the Show Horse Council of Australasia.
- 1.4 This policy contains guidelines for the Show Horse Council of Australasia Inc community to engage in social media use. It also includes details of breaches of the policy.
- 1.5 In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

### 2. Underlying principles

- 2.1 This policy complements the underlying objectives and values of the Show Horse Council of Australasia:
  - (a) to actively promote and positively encourage the equestrian sport of showing Saddle and Show Hunter Horses, Galloways, Ponies and Rider competitions of all kinds
  - (b) to promote and raise the standard of exhibiting horses through competition, instructional clinics, judges' workshops, seminars and exhibitions
  - (c) to develop and foster relationships with other 'like' organisations
  - (d) to promote respect, inclusion, fellowship, fair and equal play, and good sportsmanship amongst members and those attending or supporting equestrian events
  - (e) to promote and support the welfare of horses and persons involved in equestrian events

### 3. Coverage

- 3.1 This policy applies to all persons who are involved with the activities of the Show Horse Council of Australasia, whether they are paid or unpaid/voluntary and includes:
  - (a) A financial member of an Affiliate or Constituent Affiliate of the Show Horse Council of Australasia
  - (b) An Active Life Member or a Non-Active Life Member of the Show Horse Council of Australasia or an Affiliate or a Constituent Affiliate
  - (c) A person appointed or elected to a standing committee or sub-committee of the Show Horse Council of Australasia or an Affiliate or Constituent Affiliate
  - (d) A person appointed or elected to the Executive of an Affiliate or Constituent Affiliate of the Show Horse Council of Australasia
  - (e) A person appointed or elected to the Show Horse Council of Australasia Executive
  - (f) A delegate elected to represent an Affiliate or Constituent Affiliate of the Show Horse Council of Australasia

- (g) An employee of Show Horse Council of Australasia or an Affiliate or Constituent Affiliate
- (h) A person appointed by the Show Horse Council of Australasia or an Affiliate or a Constituent Affiliate to officiate, provide instruction, tutorial or similar
- (i) A person or business appointed to provide goods or services to the Show Horse Council of Australasia or an Affiliate or Constituent Affiliate
- (j) A person engaged as a volunteer at an event sanctioned by the Show Horse Council of Australasia or an Affiliate or Constituent Affiliate
- (k) A person who participates in an event sanctioned by the Show Horse Council of Australasia or an Affiliate or Constituent Affiliate
- (k) Any spectator at an event sanctioned by the Show Horse Council of Australasia or an Affiliate or Constituent Affiliate

#### **4. Scope**

4.1 Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

4.2 This social media policy applies to platforms including, but not limited to:

- (a) Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- (b) Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- (c) Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- (d) Review sites (e.g. Yelp, Urban Spoon, etc)
- (e) Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- (f) Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- (g) Geo-spatial tagging (e.g. Foursquare, etc)
- (h) Online encyclopedia (e.g. Wikipedia, etc)
- (i) Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- (j) Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- (k) Online voting or polls
- (l) Public and private online forums and discussion boards
- (m) Any other online technologies that allow individual users to upload and share content.

4.3 This policy is applicable when using social media as:

- (a) an officially designated individual representing the Show Horse Council of Australasia or an Affiliate or a Constituent Affiliate on social media; and/or
- (b) if you are posting content on social media in relation to Show Horse Council of Australasia or an Affiliate or a Constituent Affiliate that might affect Show Horse Council of Australasia's or Affiliate's or Constituent Affiliate's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Show Horse Council of Australasia or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Show Horse Council of Australasia may still be regulated by other policies, rules or regulations of Show Horse Council of Australasia Inc.

#### **5. Using social media in an official capacity**

- 5.1 You must be authorised by a member of the Show Horse Council of Australasia Executive before engaging in social media as a representative of Show Horse Council of Australasia Inc.
- 5.2 As a part of Show Horse Council of Australasia’s community, a financial member is an extension of the Show Horse Council of Australasia Inc brand.
- 5.3 As such, the boundaries between when you are representing yourself and when you are representing Show Horse Council of Australasia can often be blurred. This becomes even more of an issue as you increase your profile or position within Show Horse Council of Australasia Inc. Therefore, it is important that you represent both yourself and Show Horse Council of Australasia Inc appropriately online at all times.

## 6. Guidelines

- 6.1 **Adherence.** You must adhere to the following guidelines when using social media related to the Show Horse Council of Australasia or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.
- 6.2 **Use common sense.** Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.
- 6.3 **Ambassador.** When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Show Horse Council of Australasia.
- 6.4 **Protecting your privacy.** Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.
- 6.5 **Caution.** Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
- 6.6 **Honesty.** Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. The Show Horse Council of Australasia recommends erring on the side of caution – if in doubt, do not post or upload.
- 6.7 **Anonymous.** Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.
- 6.8 **Affiliation.** If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.
- 6.9 **Accountable.** The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

- 6.10 **Use of disclaimers.** Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Show Horse Council of Australasia Inc) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.
- 6.11 **Reasonable use.** If you are an employee of the Show Horse Council of Australasia Inc, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.
- 6.12 **Respect confidentiality and sensitivity.** When using social media, you must maintain the privacy of the Show Horse Council of Australasia confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the Show Horse Council of Australasia. Remember, if you are online, you are on the record—much of the content posted online is public and searchable.
- 6.13 **Authority.** Within the scope of your authorisation by Show Horse Council of Australasia Inc, it is perfectly acceptable to talk about Show Horse Council of Australasia Inc and have a dialogue with the community, but it is not okay to publish confidential information of the Show Horse Council of Australasia. Confidential information includes things such as details about litigation, Disputes and Discipline matters, unreleased information and unpublished details about the Show Horse Council of Australasia.
- 6.14 **Considerate.** When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must immediately remove information about another person if that person asks you to do so.
- 6.15 **Permission.** Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or legal guardian consent is mandatory.
- 6.16 **Sensitive material.** You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour relating to an event recognised by the Show Horse Council of Australia and its Affiliates or Constituent Affiliates.
- 6.17 **Content.** You must not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.
- 6.18 **Abiding by copyright laws.** It is critical that you comply with the laws governing copyright in relation to material owned by others and Show Horse Council of Australasia Inc's own copyrights and brands.
- 6.19 **Quoting a source.** You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.
- 6.20 **Discrimination, sexual harassment and bullying.** The public in general, and Show Horse Council of Australasia Inc's employees and members, reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
- a) Offensive material is content that is likely to be upsetting, insulting or objectionable to some or most people
  - b) Harassing material includes the action of subjecting someone to aggressive pressure or intimidation

- c) Discriminatory posts treat, or propose to treat, someone unfavourably because of a personal characteristic protected by the law. This includes bullying someone because of a protected characteristic
- d) Intimidating material is behaviour towards another person (words or actions) which causes them to feel frightened or threatened. For example, persistent name calling or abuse.
- e) Sexually explicit material includes posts of a sexual nature that are clearly expressed, leaving nothing implied
- f) Bullying material is the repeated and intentional use words or actions against someone or a group of people to cause distress and risk to their wellbeing.
- g) Hateful material displays a deep and extreme emotional dislike, especially invoking feelings of anger or resentment
- h) Racist material expresses discrimination or prejudice against people of other races, or who expresses that a particular race is superior to another
- i) Sexist material is characterized by showing prejudice, stereotyping, or discrimination, on the basis of sex

6.21 **Other Rules and Regulations.** When using social media, you may also be bound by other Rules, Regulations, By-Laws, Policies and Guidelines as approved by the Show Horse Council of Australasia.

6.22 **Avoiding controversial issues.** Within the scope of your authorisation by Show Horse Council of Australasia Inc, if you see misrepresentations made about the Show Horse Council of Australasia Inc on social media, you may point that out to the relevant person. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

6.23 **Dealing with mistakes.** If you make an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

## 7. Conscientious behaviour and awareness of the consequences

7.1 What you write is your responsibility. A failure to abide by these guidelines could put your employment or membership with the Show Horse Council of Australasia and an Affiliate or Constituent Affiliate at risk.

7.2 You should always follow the terms and conditions for any third-party sites in which you participate.

## 8. Branding and intellectual property of Show Horse Council of Australasia Inc

8.1 You must not use the intellectual property or imagery of the Show Horse Council of Australasia on your personal social media without prior approval from the Show Horse Council of Australasia.

8.2 Show Horse Council of Australasia Inc's intellectual property includes but is not limited to:

- (a) trademarks
- (b) logos
- (c) slogans
- (d) imagery which has been posted on Show Horse Council of Australasia Inc official social media sites or website.

- 8.3 You must not create either an official or unofficial Show Horse Council of Australasia Inc presence using the organisation's trademarks or name without prior approval from Show Horse Council of Australasia Inc.
- 8.4 You must not imply that you are authorised to speak on behalf of the Show Horse Council of Australasia unless you have been given official authorisation to do so by a member of the Show Horse Council of Australasia Executive.
- 8.5 Where permission has been granted to create or administer an official social media presence for Show Horse Council of Australasia Inc, you must adhere to the Show Horse Council of Australasia Inc agreed Branding Guidelines.

## **9. Policy breaches**

9.1 Breaches of this policy include but are not limited to:

- a) Using Show Horse Council of Australasia Inc's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- b) Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libelous.
- (c) Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- c) Posting or sharing any content in breach of Show Horse Council of Australasia Inc's anti-discrimination, racial discrimination, sexual harassment or any similar policy.
- d) Posting or sharing any content that is a breach of any State or Commonwealth law.
- e) Posting or sharing any material to social media channels that infringes the intellectual property rights of others.
- f) Posting or sharing material that brings, or risks bringing Show Horse Council of Australasia Inc, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.
- g) Fail to immediately remove information that you have posted on social media about another person if that person asks you to do so

## **10. Reporting a breach**

- 10.1 If you notice inappropriate or unlawful content online relating to Show Horse Council of Australasia Inc or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Show Horse Council of Australasia via your Affiliate or Constituent Affiliate club.
- (a) If you do not feel comfortable in reporting the matter to your affiliated club, please report the breach to the Show Horse Council of Australasia Office or to a SHCA Executive member
- 10.2 A serious breach of the SHCA Social Media Policy that risks bringing the Show Horse Council of Australasia Inc, its affiliates, its sport, its officials, members or sponsors into disrepute, must be immediately reported to the Show Horse Council of Australasia Office or to a SHCA Executive member.
- 10.3 A report of a breach must be supported by screenshots and any other available evidence of the published breach

## **11. Investigation**

- 11.1 Depending upon the circumstances and the seriousness of the alleged breach, a breach of the SHCA Social Media Policy may be investigated and dealt with by the:
- (a) Executive of an Affiliate or Constituent Affiliate that the person committing the breach is a member of, and/or
  - (b) The SHCA Executive, and/or
  - (c) The SHCA Disputes and Discipline Committee
- 11.2 If the SHCA Executive deem a breach of this policy to be serious, the alleged breach will be referred to the SHCA Disputes and Discipline committee for investigation
- 11.3 Where it is considered necessary, Show Horse Council of Australasia Inc may report a breach of the SHCA Social Media Policy to police.

## **12. Disciplinary Process and Consequences**

- 12.1 An employee of Show Horse Council of Australasia Inc who is in breach of this policy may face disciplinary action up to and including the termination of employment.
- 12.2 A member of an Affiliate or Constituent Affiliate of the Show Horse Council of Australasia who is in breach of this may policy receive formal written counselling or a written warning as determined by the Executive of an Affiliate or Constituent Affiliate, or the SHCA Executive.
- (a) No matter the outcome of this process, the SHCA Executive and the SHCA Disputes and Discipline Committee must be immediately provided a copy of all correspondence and supporting evidence
- 12.3 A member of an Affiliate or Constituent Affiliate of the Show Horse Council of Australasia who is in breach of this policy may face disciplinary action as determined the SHCA Disputes and Discipline Committee that may include the suspension/cancellation of membership and/or a fine.
- 12.4 A person or business that has been engaged to provide goods or services to the Show Horse Council of Australasia and who is in breach of this policy may face action that includes the immediate cessation of any agreement