

SHCA Social Media Policy

VERSION 2.1

Summary

The current SHCA Social Media Policy was last updated in June 2013. Whilst it was appropriate and adequate at the time, much has changed and the use of social media has become integral to the way in which we communicate and share information and ideas.

For equestrian sports and SHCA members, social media is an important tool in celebrating success, distributing information, promoting events, advertising and marketing, social activities, having a voice, brand awareness and so on. However, with this comes responsibility.

A comprehensive review of the SHCA Social Media Policy has been undertaken to inform the extended Show Horse Council of Australasia community about using social media in a way that people feel enabled to participate, while being mindful of their responsibilities and obligations. The policy assists in establishing a culture of openness, trust and integrity in all online activities relating to the Show Horse Council of Australasia. The policy also contains guidelines around the use of social and includes information relating to breaches.

We would like to recognise www.playbytherules.net.au as a major resource in developing this policy. Play by the Rules is a unique collaboration between the Australian Sports Commission, Australian Human Rights Commission, all state and territory departments of sport and recreation, all state and territory anti-discrimination and human rights agencies, the Office of the Children's Guardian (NSW), the Australian New Zealand Sports Law Association (ANZSLA) and the Anti-Discrimination Board of NSW. These partners promote Play by the Rules through their networks, along with their own child safety, anti-discrimination and inclusion programs.

