

# SHCA Social Media Policy

VERSION 2.1

## Summary

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. Whilst the use of social media has become integral to the way in which we communicate and share information and ideas, along with it comes responsibility.

The updated SHCA Social Media Policy has been implemented 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.

In summary, the SHCA Social Media Policy

- Identifies all persons to whom this policy applies
- Confirms that it applies if you are posting content on social media in relation to the SHCA or an Affiliate or a Constituent Affiliate that might affect their business, products, services, events, sponsors, members or reputation
- Provides comprehensive guidelines in the use of social media
- Details potential breaches of the policy
- Outlines the reporting process of potential breaches of the policy and the investigation process. Please note - where it is considered necessary, the SHCA may report a breach of the policy to police
- Explains the disciplinary process and consequences of breaching this policy. The consequences of breaching this Policy may include formal written counselling, a written warning, suspension/cancellation of membership and/or a fine
- For a person or business engaged to provide goods or services to the SHCA, a breach of this policy may include the immediate cessation of any agreement

The SHCA would like to recognise [www.playbytherules.net.au](http://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.