

SHOW HORSE COUNCIL OF AUSTRALASIA Inc.

SOCIAL MEDIA POLICY



JUNE 2013

1. General

The purpose of this Policy is to provide guiding principles in the use of social media by SHC members, officials, judges, volunteers and employees (now defined in this Policy as Representatives) when acting in an official capacity or when referring to SHC matters in a private space.

The SHC supports the responsible use of social media as a timely and effective method of communication. In addition to it engaging with members of the equestrian community, social media can help to reach out to both the broader public and the traditional media.

While social media provides great opportunity to raise the profile of the SHC and its Affiliates and to reach a new audience, it also has the potential to harm the reputation of the organisation and its members. It is crucial therefore that those individuals representing the SHC are aware of the implications when using social media.

2. Scope

All Representatives under the jurisdiction of the SHC are bound by this Policy with all forms of social media being covered under this Policy, including but not limited to:

- ❖ Creating and maintaining social or business networking sites such as Facebook, Twitter, MySpace or LinkedIn.
- ❖ Sharing audio-visual content on sites including Flickr and Pinterest (photo sharing) and YouTube and Vimeo (video sharing)
- ❖ Authoring and commenting on blogs or forums
- ❖ Editing a Wikipedia page

3. Guiding Principles

SHC Representatives should be mindful that information shared on social media platforms appear in the public sphere so careful consideration should be given to content before it is posted, particularly that of a controversial or inflammatory subject matter. Be aware that information shared within online communities could have detrimental implications for the sport and those associated with it.

Adhering to these guidelines will protect the reputation of the SHC and its representatives:

- ❖ Information shared online by SHC Representatives should be honest. Defamatory or disrespectful comments about individuals or organisations will not be tolerated. Once information is shared online it can be difficult to retract, a representative might be able to remove his or her original comment however the very nature of social media encourages people to share information which can make it difficult to know where information is posted.
- ❖ Representatives must never bring the SHC or the sport of equestrian into disrepute and should assume that all posts and information they share with online communities can be traced back to them.

- ❖ When posting in online communities, Representatives should uphold SHC values and protect the SHC brand at all times.
- ❖ SHC members should refrain from publishing confidential or sensitive information.
- ❖ Personal sites, blogs and accounts that have a SHC “look and feel” and could appear to represent SHC are strictly prohibited.

4. Breach

If a representative fails to follow these guidelines the SHC has the right to issue the representative with a take-down notice. Failure to comply or a repeat of breach could lead to suspension of membership rights and/or disciplinary action.

5. Legislation

As with any form of public communication, online communication can also be subject to legislation. Representatives should be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments could lead to prosecution.

6. Conclusion

Social media when used wisely offers opportunities for SHC representatives to share their experiences and enhance public perception of the organisation and the sport.

Acknowledgement: To RPSBS Ltd. for permitting the use of relevant clauses from its Social Media Policy to be included in the SHC Social Media Policy.