



## **Social Media Policy - (developed by Play by the Rules)**

### **Policy**

This 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. 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.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to the Australian Barrel Horse Association.

This policy contains ABHA's guidelines for the ABHA community to engage in social media use. It also includes details of breaches of the policy.

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.

### **Scope**

This policy applies to all persons who are involved with the activities of the ABHA, whether they are a paid employee, member, committee member, volunteer or spectator.

Affiliated club and associated organisations.

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

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

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

**This policy is applicable when using social media as:**

An officially designated individual representing ABHA on social media; and

If you are posting content on social media in relation to the ABHA that might affect the ABHA’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 the ABHA or its business, competitions, members, participants, products, services, events, sponsors or reputation. However, any misuse by you or social media in a manner that does not directly refer to ABHA may still be regulated by other policies, rules or regulations of the ABHA.

## **Using Social media in an official capacity**

You must be authorised by the Board of the ABHA before engaging in social media as a representative of the ABHA.

To become authorised to represent the ABHA in an official capacity, you are encouraged to visit the following website for guidance <http://esafety.gov.au/esafety-information/games-apps-and-social-networking>

As a part of the ABHA's community you are an extension of the ABHA brand.

As such, the boundaries between when you are representing yourself and when you are representing the ABHA can often be blurred. This becomes even more of an issue as you increase your profile or position with the ABHA. Therefore it is important that you represent both yourself and the ABHA appropriately online at all times.

## **Guidelines**

You must adhere to the following guidelines when using social media related to the ABHA or its business, products, competitions, participants, services, events sponsors, members or reputation.

### **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.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for the ABHA.

### **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.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

## **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 ABHA recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about whom you are and identify any affiliations you have.

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.

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.

## **Use of disclaimers**

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of ABHA) 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.

## **Reasonable use**

If you are an employee of the ABHA you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

## **Respect confidentiality and sensitivity**

When using social media, you must maintain the privacy of the ABHA's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the ABHA.

Remember, if you are online, you are on the record – much of the content posted online is public and searchable.

Within the scope of your authorisation by the ABHA, it is perfectly acceptable to talk about the ABHA and have a dialogue with the community, but it is not okay to publish confidential information of the ABHA. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our associations, members, directors, financial information, practices, pending proposals etc.

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 also remove information about another person if that person asks you to do so.

Permission should always be sought if the use of 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 guardian consent is mandatory.

## **Gaining permission when publishing a person's identifiable image**

- You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.
- You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.
- In every instance, you need to have consent of the owner of copyright in the image.

## **Complying with applicable laws**

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

## **Abiding by copyright laws**

It is critical that you comply with the laws governing copyright in relation to material owned by others and the ABHA's own copyrights and brands.

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.

## **Discrimination, sexual harassment and bullying**

The public in general, and ABHA's members, employees, volunteers 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.

When using social media you may also be bound by the ABHA's values and anti-discrimination, harassment and bullying policy.

## **Avoiding controversial issues**

Within the scope of your authorisation by the ABHA, if you see misrepresentations made about the ABHA in the media, you may point that out to the relevant authority in the ABHA. 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.

## **Dealing with mistakes**

If the ABHA makes an error while posting on social media, we will be upfront about the mistake and address it quickly. If we choose to modify an earlier post, we will endeavour to make it clear that we have done so. If someone accuses the ABHA of posting something improper (such as their copyrighted material or a defamatory comment about them), we will address it promptly and appropriately and if necessary, seek legal advice.

## **Conscientious behaviours and awareness of the consequences**

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership, employment or association with the ABHA at risk.



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

### **Branding and intellectual property of the ABHA**

You must not use any of the ABHA's intellectual property or imagery on your personal social media without prior approval from the ABHA.

The ABHA's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery which has been posted on the ABHA official media sites or website.
- You must not create either an official or unofficial ABHA presence using the organisations' trademarks or name without prior approval from the ABHA
- You must not imply that you are authorised to speak on behalf of the ABHA unless you have been given official authorisation to do so by the Board of the ABHA.

### **Policy breaches**

Breaches of this policy include but are not limited to:

- Using ABHA's name, motto, and logo in a way that would result in a negative impact for the organization, affiliates and or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes, insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person at an event would result in a breach of the rules of the association
- Posting or sharing any content in breach of the ABHA's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property right of others.



- Posting or sharing material that brings, or risks bringing the ABHA, 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.

If you notice inappropriate or unlawful content online relating to the ABHA or any of its member, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

### **Investigation**

Alleged breaches of the social media policy will be investigated by the ABHA Board of Directors.

Where it is considered necessary, the ABHA may report a breach of this social media policy to the police.

### **Disciplinary process and consequences**

Depending on the circumstances, breaches of this policy will be dealt with in accordance with the ABHA disciplinary procedure, which could result in suspension or expulsion from the Association.

### **Reference Documents:**

- Member Protection policy and child protection policy
- Code of Conduct Policy
- Performance and misconduct disciplinary policy
- Anti-bullying, Harassment and Discrimination Policy
- Complaint review form