



SOCIAL MEDIA POLICY

1. DEFINITIONS

- i. **Social Media** includes all internet-based publishing technologies. Most forms of Social Media are interactive, allowing authors, readers and publishers to connect and interact with one another. The published material can often be accessed by anyone. Forms of Social Media include, but are not limited to, social or business networking sites (i.e. Facebook, LinkedIn), video and/or photo sharing websites (ie. YouTube, Flickr), business/corporate and personal blogs, micro-blogs (i.e Twitter), chat rooms and forums.
- ii. **AHHA Members** includes financial members of the Australian Hunter Horse Association, members of the AHHA Facebook Group, interested parties, competitors, riders, judges, parents, coaches and committee members.

2. APPLICATION OF SOCIAL MEDIA POLICY

- i. The AHHA expects its Members to maintain a certain standard of behaviour when using Social Media for work or personal purposes.
- ii. This Policy applies to all Members of the AHHA who:
 - a. Have an active profile on a social or business networking site such as LinkedIn, Facebook, MySpace, Bebo, Friendster or Twitter;
 - b. Write or maintain a personal or business' blog; and/or
 - c. Post comments on public and/or private web-based forums or message boards or any other internet sites.
- iii. This Policy does not form part of a Member's contract of membership with the AHHA.

3. PURPOSE

- i. The purpose of this Policy is to provide guidelines for the use of Social Media by all AHHA Members.
- ii. This Policy relates specifically to the use of Social Media to comment in a context identifiable as being in relation to the AHHA.
- iii. This Social Media Policy acts to guide the nature of comments, whether actual or implied, with regard to:
 - a. Shows or AHHA events;
 - b. Rider or horse performance;
 - c. Individuals with a direct context or mention of their role with AHHA (i.e. officials and judges); and,
 - d. The AHHA.

4. PROFESSIONAL USE OF SOCIAL MEDIA

- i. No official, judge, committee member or agent of the AHHA is to engage in Social Media as a representative or on behalf of the AHHA unless they first obtain AHHA's written approval.
- ii. If any official, judge, committee member or agent of the AHHA is directed to contribute to or participate in any form of Social Media related work, they are to act in a professional manner at all times and in the best interests of the AHHA and its Members.
- iii. All officials, judges, committee members and agents of the AHHA must ensure they do not communicate any:
 - a. Confidential Information relating to the AHHA or its Members;
 - b. Material that violates the privacy or publicity rights of another party; and/or,
 - c. Information, regardless of whether it is confidential or public knowledge, about Members of the AHHA without their prior authorisation or approval to do so; on any social or business networking sites, web-based forums or message boards, or other internet sites. ***'Confidential Information' is held to include any information in any form relating to the AHHA or its Members, which is not in the public domain.***

5. PRIVATE/PERSONAL USE OF SOCIAL MEDIA

- i. The AHHA acknowledges that its Members have the right to contribute content to public communications on websites, blogs and business or social networking sites not operated by AHHA. However, inappropriate behaviour on such sites has the potential to cause damage to AHHA, as well as its Members.
- ii. For this reason, all Members of the AHHA must agree to not publish any inappropriate material, in any form, (which includes posting, sending, forwarding or using information), which includes, but is not limited to, material that:
 - a. Is intended to (or could possibly) cause insult, offence, intimidation or humiliation to the AHHA or its Members;
 - b. Is defamatory or could adversely affect the image, reputation, viability or profitability of the AHHA or its Members;
 - c. Contains any form of Confidential Information relating to the AHHA or its Members.

6. OFFENCES

- i. Material displayed on Social Media that will be held to be in breach of this Policy includes but is not limited to the following:
 - a. Material that is vulgar, obscene, defamatory, threatening, harassing, discriminatory or hateful;
 - b. Material that is intended as, or identified as, blatant and excessive self-promotion of a Member or their horse;
 - c. Material that is intended as a representation of the AHHA without the AHHA's express authority; and/or

- d. Material that directly or indirectly brings the AHHA or its Members into disrepute.

7. CONSEQUENCES FOR BREACH OF POLICY

- i. All Members of the AHHA must comply with this Policy.
- ii. Any breach of this Policy will be treated as a serious matter and may result in disciplinary action including;
 - a. Issue of a formal warning;
 - b. Termination of membership from the AHHA Facebook Group;
 - c. Review, suspension or termination of membership with the AHHA;
 - d. Review, suspension or termination of appointment for AHHA committee members; and,
- iii. Review, suspension or termination of appointment, or non-renewal of judging application, for Official AHHA appointed Judges
- iv. The severity of consequences will be deemed in accordance with the nature of the breach and subject to the discretion of the AHHA committee.