



# COMMONWEALTH CLYDESDALE HORSE SOCIETY AUSTRALIA Inc

## SOCIAL MEDIA POLICY

### Appendix 3 CCHSA – BY- LAWS

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#### DEFINITIONS

CCHSA

Commonwealth Clydesdale Horse Society Australia

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### **3.1 Introduction**

Social media gives individuals, groups, organisations and businesses the opportunity to instantly share information with online communities. Blogs, forums, social networking and video sharing sites are the most popular types of social media. However, any forum which allows a user to upload and share information is considered part of the social media space. It is also important to note that information that is shared need not be written; it could take the form of an image or audio-visual material.

The Commonwealth Clydesdale Horse Society Australia (CCHSA) supports the use of social media as a timely and effective method of communication. In addition to engaging with CCHSA members and other members of the equestrian community, social media can help CCHSA reach persons of the broader public and traditional media. CCHSA proactively seeks positive media coverage and does so for the benefit of its members. Traditionally this media coverage has been through TV, radio and print media outlets. However, the rise of social media has widened this landscape. Given these changes, all CCHSA members and employees, have the opportunity to act as ambassadors for the organisation, simply by maintaining an online presence.

While social media provides a great opportunity to raise the CCHSA's profile and reach new audiences, it also has the potential to harm the reputation of CCHSA, its members and stakeholders. It is therefore crucial that all CCHSA members, employees, officers of CCHSA and other persons bound by this policy are aware of the potential implications of using social media.

### **3.2 Purpose**

The purpose of this policy is to ensure that the CCHSA members understand their obligations when using social media (such as Facebook) and are informed of the importance of managing the risks associated with such use that may impact on the reputation of the CCHSA and/or the safety of its members, and that may result in a breach of the CCHSA's Code of Conduct and policies, procedures or instructions.

This policy is for the mutual protection of the CCHSA and its members and is not intended to prevent, discourage or unduly limit a member's expression of personal opinion or online activities. CCHSA encourages all persons bound by this policy (refer to section 3.3 – Policy Application) to use social media within the parameters outlined in this policy to ensure that the reputations of the CCHSA, and its members and associated officials and volunteers are protected. Please note, this policy should be read in conjunction with the CCHSA Member Protection Policy and Code of Conduct.

### **3.3. Policy Application**

This policy applies to all members of the CCHSA, and employees, officers, officials, State branches, as well as associated interested persons who have some form of 'duty' on behalf of the CCHSA.

### **3.4. Protecting members**

This policy not only benefits the CCHSA and its respective branches, however, it can also protect members from online bullying and harassment. The policy can protect targeted members from teasing and potential defamation.

### **3.5. Branch Administrators/Editors**

Where possible it is recommended that the roles of Admin and/or Editors be shared between two or three like-minded positive people for maximum Branch benefit. Individual Branches may nominate them as required.

- I. **Branch page headers images:**  
the choice of what is used, and whether or how frequently these images are changed, is up to the branch and page Admins/Editors to decide.
- II. **Page Content:**  
this is up to the Branches and the Admins/Editors to select and apply, as they see best suits the Branch's needs.

### **3.6. Privacy**

All of the information that may be collected about members through social media methods must comply with the national [Privacy Act 1988](#) and Victoria's [Associations Incorporation Reform Act 2021](#). Members must not upload contact details or any other personal information without an individual's consent. All identifiable information must be treated with discretion and care.

### **3.7. What is Social Media?**

Social media is any digital communication tool that can be used for public, social communication. This includes but is not limited to:

- social networking sites such as, Facebook, Twitter, or LinkedIn
- content sharing platforms including Flickr, Instagram and Pinterest (photo sharing) and YouTube and Vimeo (video sharing); blogs and websites that allow commentary; and forums, discussion boards and online collaboration tools
- all forms of social media activity are covered under this policy. The absence or lack of explicit reference to a particular social networking site or application does not limit the extent of the application of this policy.

### **3.8. Social Media Guidelines**

When persons bound by this policy use social media the following guidelines must be considered.

**a) It's still the real-world.**

- Social media is a form of communication and connection.
- Present yourself on social media as you would in person, via the telephone, in a meeting or in any other public forum.

**b) Your content is everywhere forever.**

- Assume everything you put on the internet, even if in private, can be read by anyone and can never be deleted. This is why you need to take particular care when communicating on social media. Information which is shared online can be difficult to retract.
- A person might be able to remove his/her original comments. However, the very nature of social media encourages people to share information which makes it difficult to know where the information they post finishes up.
- Persons bound by this policy should assume that all posts and information they share via social media can be traced back to them.

**c) You represent you.**

- Make it clear that your views, that you post on social media, are your own and not those of the CCHSA.
- When using social media, write in the first person and do not give any impression that it's the CCHSA's official endorsement of your comments.
- If someone asks you a question on social media about the CCHSA, direct them to the relevant person within the CCHSA.
- You are personally responsible for your posts and comments on social media, including any impact on the CCHSA.
- You can create personal sites, blogs and accounts, however these are yours and have no direct affiliation with the CCHSA.

**d) You reflect the CCHSA.**

- Even if you don't identify yourself on social media as being associated with the CCHSA (whether as an employee, member or otherwise), you can still be linked to the CCHSA.
- Think about what you say and how you're saying it.
- Don't engage in any conduct on social media that could directly or indirectly damage the CCHSA's name or which may otherwise bring the reputation of the CCHSA or its members, branches or affiliates into disrepute.
- Comments that are contrary to the spirit and integrity of the CCHSA will not be tolerated.

**e) Be kind and respectful.**

- Be kind when on social media.
- Consider your audience and adopt a communication style that is appropriate.
- Be yourself but do so respectfully.
- In particular, respect the rights, dignity and worth of others.

**f) Don't engage in illegal or unethical behaviour**

- Do not engage in any illegal or unethical behaviour when using social media.
- Respect copyright, privacy, anti-discrimination and harassment and intellectual property laws.
- Do not post or respond to any material on social media that is threatening, derogatory, obscene, offensive, sexually explicit, pornographic, abusive, disparaging, racist, sexist, discriminatory, hateful, harassing, bullying or defamatory.

**g) Think before you post**

- Use common sense and think before you post on social media. You should be mindful that information shared on social media appears in public, so give careful consideration to content before posting it.
- Never forget that information shared within online communities could have implications for the CCHSA and those associated with it.

**h) Remain security aware**

- Be vigilant about the security of your social media accounts and take all reasonable steps to protect yourself. For example, don't share passwords or allow others to log on to your accounts.

### **3.9. Related Policies**

When using social media, you are bound by other CCHSA policies including the CCHSA Code of Conduct and Member Protection Policy.

Please also note that Federal Council & Branch Members, officials and other representatives who are selected by the CCHSA to participate in major events such as the Driving Days, Judges Training, Shows & Events should also adhere to the guidelines imposed by the governing bodies of those organisations.

### **4.0. Breach of the Policy**

As members/representatives of the CCHSA's respective state branches, your behaviour on any social media platform, must be consistent with the CCHSA by-laws and Code of Conduct and Member Protection Policy.

A breach or failure to comply with this Policy may constitute a breach of the CCHSA Code.

If a member/representative is found to have breached the Code, the respective branch's admin once alerted, may determine that it is appropriate to impose sanctions. These may include, but not limited to:

- removal from the respective branch's social media pages/accounts
- disciplinary action
- dismissal

In respect of all other persons bound by this policy, breaches of this policy or related policies may lead to disciplinary action taken in accordance with the disciplinary measures set out in the CCHSA by-laws.

### **4.1. Reporting a Breach of the Policy**

Individuals who wish to report an alleged breach of this policy should follow the complaints procedure as outlined in the CCHSA grievance procedure. The first point of call is to alert the social media page's admin.