

SOCIAL MEDIA POLICY

Policy overview and purpose

Social media is changing the way we communicate

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 HORSESPORT AUSTRALIA INC (HSA).

Definition of Social Media

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

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

- Social networking sites (e.g. Facebook, Instagram, Twitter, LinkedIn, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, TikTok, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Online encyclopaedias (e.g. Wikipedia, 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.

Intent of the Policy

The intent of this policy is to include anything posted online where information is shared that might be posted by, or affect members, clubs, staff, sponsors or HSA as an organization.

Who does this Policy Apply to?

This policy applies to HSA members, officials, volunteers and staff. When someone clearly identifies their association with the HSA, including references to the HSA through their personal profile, and/or discusses their involvement in the organisation in areas defined as social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with HSA's stated values and policies as outlined in the HSA Code of Conduct.

Where does it apply?

This policy covers all forms of social media.

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 HSA or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to HSA may still be regulated by other policies, rules or regulations of HSA.

Using social media in an official capacity

For HSA members and staff using social media, such use:

- Must not contain, or link to, libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to the HSA, its affiliates, partners or sponsors; and
- Must not bring the organisation or the sport into disrepute.

For HSA staff using social media, such use:

- Must not interfere with work commitments.
- Must abide by all existing policies and workplace rules and regulations.

Furthermore, HSA members and staff may not use the HSA brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of the organisation.

Intellectual Property (IP) and Branding

It is important that any trademarks belonging to the HSA or any club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”).

Trademarks include:

- HSA or Club logos;
- Images depicting members, volunteers, staff and/or equipment, where they can be identified as being part of HSA, except with the permission of those individuals and within other stated guidelines;
- Other HSA iconic imagery.

When creating a new website, social networking page or forum for member use, care should be taken to ensure the appropriate person at a club/association level has given written consent to create the page or forum.

When joining a HSA or affiliated Club, members acknowledge that photographs and electronic images may be taken of them at HSA and/or club activities and events by organisers, official photographers and press and consent to their use for HSA related promotional/publicity purposes.

If parents or guardians of children do not wish images to be published they must notify the club or organizing committee.

Breach of Policy

HSA and clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the office. If detected, a breach of this policy may result in disciplinary action. A breach of this policy may also amount to breaches of other HSA policies. Members may be disciplined in accordance with disciplinary regulations.

General Advice

This policy has been developed to provide guidance for HSA members and staff in a new area of social interaction. HSA members or staff who are unsure of their rights, liabilities or actions online, should contact HSA for clarification.