



Australian Stock Horse

THE AUSTRALIAN STOCK HORSE SOCIETY LIMITED

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Australian Stock Horse

RULES AND REGULATIONS

Section 2 - Membership

4 SOCIAL MEDIA POLICY (Adopted by the ASHS Board 21st May 2019)

The Australian Stock Horse Society (The Society) aims to:

- 4.1.1 Preserve the heritage and identity of the Australian Stock Horse;
- 4.1.2 Promote the development and popularity of Australian Stock Horses throughout Australia and the world;
- 4.1.3 Maximise the benefits of owning a Registered Australian Stock Horse and being a Member of the Society

The Society acknowledges that social media provides a relatively low cost opportunity to share information online that relates to individuals, groups and businesses. The Society strives to provide a popular and easily accessible source of accurate information through this online presence and actively supports this method of communication to reach out to our Members and the general public.

While social media provides great opportunities, it also has the potential to damage the reputation of the Breed, The Society and or its Members, Board of Directors, Staff, Branches/Management Councils, Judges, Officials, Partners and Volunteers. This policy provides guidance to everyone that interacts with the Society in an effort to reduce the instances of possible slander, defamation or harm.

When joining or renewing your Membership with The Society, or following/liking any of the Society's social media pages/profiles, all Members (including Branches and Management Councils) will be bound by this Social Media Policy. Any person who is found to breach the Policy may find themselves subject to disciplinary action. Please note that in the case of certain actions, there may be legal implications that lead to prosecution. This can arise not only from the Society but from other businesses, companies, members of the public or from law enforcement. This activity is not always written/typed comments or posts; it could take the form of photographs, videos and other audio/visual material.

All forms of social media activity are covered under this policy including, but not limited to; Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snap Chat, YouTube, Vimeo, blogs, forums, Wikipedia, and the like.

Whether posting on the user's personal page or in public groups/forums, Members of the Society and other representatives should remember that information shared on social media is public and careful consideration should be given to the content before it is posted. Once it is shared, it can be difficult, if not impossible, to completely retract.

The Society's Members, Directors, Staff, Judges, Officials, Volunteers, Branches/Management Councils and social media followers must ensure they abide by the following guidelines:

- 4.7.1 Comments must respect the rights, dignity, worth and privacy of others. Harassment, bigotry, bullying, racism, threatening, lewd and/or hateful behaviour will not be tolerated. Comments and posts that intend to, or actually do undermine the integrity of The Australian Stock Horse Society's aims are unacceptable.**
- 4.7.2 You are personally responsible for your posts and comments on social media, including any impact on The Society. Establishing personal sites, blogs, Facebook Groups and accounts that have The Society 'look and feel' and which could be perceived as being The Society or one of its affiliates or associates (when it is not) is strictly prohibited.**
- 4.7.3 The Society's Members, Directors, Staff, Judges, Officials, Volunteers and Branches/Management Councils must never reveal confidential, unsubstantiated or unofficial information about fellow Members or Society business.**

If Members or followers have complaints or negative feedback, they are asked to contact a Society representative in writing, rather than posting their concerns on social media. All correspondence

received will be recorded and investigated.

The Policy of Facebook and other social media platforms means the Society cannot and does not endorse the sale or giveaway of horses, pets or any other animal on its profiles/pages. Advertisements promoting licensed Sales or Services are excluded from their policy, e.g. advertising ASHS Approved Sales.

Advertising the sale of goods or services on the Society's social media profiles/pages is prohibited without the written consent of the appropriate authorised Society staff member.

The Australian Stock Horse Society reserves the right to remove any content, or individual accounts from any of the Society's social media profiles/pages for any reason.

Please note: this policy should be read in conjunction with the ASHS Constitution, ASHS Privacy Policy and the appropriate ASHS Code of Conduct.

Effective – 25th November 2019