



Hurstbridge and District Adult Riding Club SOCIAL MEDIA and ADVERTISING POLICY

Social media is changing the way we communicate. This policy has been developed to inform our club members 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 HDARC

This policy contains guidelines for the HDARC members to engage in social media use. It also includes details of how the policy could be breached.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you seek advice from the committee who approved this policy.

Underlying principles

This policy complements HDARC core values and applies to all persons who are members of the HDARC and the club's Facebook social media page.

Guidelines

You must adhere to and share the following guidelines when using social media related to HDARC as members and/or invited friends of members.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from the committee 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 HDARC when posting content online, and there is always potential for that content to become publicly available through a variety of different 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 everyone and or anyone to see, even if you feel confident that a particular individual would never see it. The general rule is don't post anything you wouldn't say to the person's face.

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. HDARC Committee recommends erring on the side of caution – if in doubt, do not post or upload.

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.

Respect confidentiality and sensitivity

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

Gaining permission when publishing a person's identifiable image

We all post images and pictures from rallies and events. Be careful when posting images especially if they are clearly identifiable or if the image is not flattering of horse or rider. Ideally ask permission or ensure you know the person well enough that they would be ok with the image being public. All members must feel comfortable to ask for images to be removed if they are not happy and the person who uploads the image should be respectful if asked.

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. 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 members, 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 are also bound by HRCav values and the Anti-Discrimination, Harassment and Bullying Policy.

Avoiding controversial issues

Always post 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.

Advertising

HDARC has a number of channels that can be used for advertising these include our newsletter, website and social media. If you would like to advertise something through any of the HDARC channels you need to email the committee so it can be discussed at an upcoming meeting and approved. Advertising (unless it is a sponsorship or paid) should always benefit our members through an exclusive offer and or discount.

Dealing with mistakes

If you make an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as a defamatory comment about them), address it promptly and appropriately.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could reflect negatively on HDARC.

You must not imply that you are authorised to speak on behalf of HDARC unless you have been given committee authorisation.

Policy breaches

Breaches of this policy include but are not limited to:

- Using HDARC's name, motto, crest and/or logo in a way that would result in a negative impact for the club 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 would not be seen positively.
- Posting or sharing any content in breach of HRCV'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 rights of others.

Reporting a breach

If you notice inappropriate or unlawful content on the HDARC social media page - you should report the circumstances to the committee.

Disciplinary process and consequences

HDARC members who breach this policy may face disciplinary action as deemed necessary by the HDARC Committee. This could include formal letter, removal from the page, and reconsideration of membership renewal.

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