

SOCIAL MEDIA GUIDELINES ARABIAN HORSE SOCIETY OF AUSTRALIA LTD

Objective: This guideline has been developed to define the requirements for all Members of the Arabian Horse Society of Australia Limited (the 'Society') *when using social media managed or created by the Society.*

What is social media?

Social media includes any form of online publishing or discussion. Examples include social networks such as Facebook, LinkedIn and Twitter accounts, chat-rooms, online forums, blogs, and wikis. Effectively it is where people can connect online to share ideas, views, information, photos, relationships and includes emails.

THE A.H.S.A. Ltd Disclaimer regarding the membership and general social media

Disputes of a personal nature between the Society's members are being referred to the Society in the hope that the Society would take some form of action against individual members.

The Society **cannot** adjudicate disputes between its members that are matters between individuals. The Society's primary function is to act as a Registry for its members and it is not here to adjudicate disputes of a personal nature. The Society will only become involved in matters that directly affect the Society and its core business interests and purposes.

The Society's Board wishes to make clear that it will not become involved in disputes of a personal nature, and asks that its members do not refer such disputes to the Board. These disputes should be resolved through other avenues.

(Source: written advice Turner Freeman Lawyers dated 17 March 2017)

What is unacceptable use of social media?

It is each **individual's** choice to participate in social media and in general what **people** do in their own time is their business. However, when 'commenting' or 'posting' on AHSA owned media, Society members need to understand that any activities which have the potential to cause difficulties within the membership are not acceptable and will fall within the scope of this guideline.

There are two key ways improper social media use can adversely affect members. It has the capacity to:

1. Adversely impact the Society's reputation
2. Breach legal policies such as defamation, discrimination, harassment or the protection of an individual's confidential information.

What is unacceptable use of social media owned or managed by the AHSA?

When choosing to utilize any of the Society's online media, AHSA members must not engage in attacks or abuse, or activities which undermine management and other Personnel, other members, products and services. AHSA members must not post offensive, derogatory, harassing, bullying or discriminatory comments on the internet regarding any other members, their horses, products or belongings.

Why does this guideline apply to you?

By requesting to be a member or user of any AHSA Ltd Social media platform you agree to be bound by the society's Social media guidelines at all times.

Why happens if you choose to ignore these guidelines?

Any posts, comments or threads that are deemed by the Society's online media administrators to breach the required guideline the board will immediately delete the disputed post, comment, or thread from its own (or managed) Social media.

If individuals continue to neglect or ignore these guidelines the Board may choose to impose one or all of the following

- i. Suspend a member from membership from the Society's specified online media for a specified period;
- ii. expel the member from the membership of the Society's specified online media indefinitely;

Respect the privacy of Members

By respecting the privacy of all members, each member will be helping to maintain a socially respectful environment. It is fine for members to disagree, but do not use online media to air differences. Again, AHSA members will not be permitted to post offensive, derogatory, harassing, bullying or discriminatory comments, or use any photo without the owner's permission on any Social Media owned or managed by the AHSA.

Application and consequence

In summary, AHSA members should use best judgment whenever using social media, and if further guidance is needed about what constitutes unacceptable communication, publishing or discussion; please contact the Secretary of the AHSA

Please Note: individuals that have been subjected to defamatory, offensive, derogatory, harassing, bullying or discriminatory comments have the right to seek legal advice as social media is not exempt from the protection provided by the legal channels available.

All members will be expected to observe this guideline when utilising the AHSA's own social media portals. Any breach of this guideline will be treated as a serious matter and will be dealt with in an appropriate manner.