

# HORSE RIDING CLUBS ASSOCIATION OF VICTORIA INC (HRCAV)

## SOCIAL MEDIA POLICY



### 1. PURPOSE

- 1.1. This policy has been developed to provide guidelines for the appropriate use of social media in professional and personal capacities by HRCAV stakeholders including employees, Executive Committee and Sub Committee members, officials, Club representatives and members when, as part of a person's social media activity, there is a connection to HRCAV including references to HRCAV through a person's profile.
- 1.2. Social media is one of the most effective communication tools organisations use to communicate to their audiences and promote their business activity. This policy is designed to protect the interests and reputation of HRCAV, all stakeholders of HRCAV and equestrian sports in Australia. It is also designed to encourage stakeholders to use social media in a positive and promotional manner for the HRCAV and equestrian sports in Australia.
- 1.3. It is important that HRCAV's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation. Those who work and are associated with HRCAV (including all staff and committee members) need to understand that comments made or photographs, videos or images posted using social media or online platforms are as public as if these comments were made directly to the media or in a public forum.
- 1.4. This policy should be read in conjunction with the HRCAV Code of Conduct Policy.

### 2. SCOPE

- 2.1. This policy applies to all HRCAV stakeholders (i.e individuals representing themselves as being associated with HRCAV regardless of the details contained within their public profile).
- 2.2. If you require any clarification about any aspects of the policy and how it applies to your own circumstances, please contact the HRCAV office.
- 2.3. Social media activity (even if posted outside of normal business hours), if deemed to be inappropriate by HRCAV, could be subject to disciplinary action.

### 3. WHAT IS SOCIAL MEDIA?

- 3.1. Social media is any online user generated content shared in a public forum aimed at engaging social interaction and may include (but is not limited to);
  - Social networking websites (eg Facebook, MySpace)
  - Micro-blogging sites (eg Twitter)
  - Video and photo sharing websites (eg YouTube, Flickr)
  - Blogs (including weblogs, corporate blogs, personal blogs and blogs hosted by traditional media publications)
  - Online forums, chat rooms and discussion boards
  - Any other websites that allow individual users or companies to use simple publishing tools (eg Tumblr)

#### **4. WHY IS HRCAV USING SOCIAL MEDIA?**

- 4.1. Social media can be a cost-effective and powerful communication tool. It enables HRCAV to create an online community that can be engaged with on a real-time basis. It also provides a platform to communicate with new audiences and promote business activity. HRCAV encourages all stakeholders to use social media in both a professional and personal sense.

#### **5. WHAT HRCAV EXPECTS IN SOCIAL MEDIA MESSAGING**

- 5.1. HRCAV encourages positive promotional messages including (but not limited to)
- Overall promotion of the HRCAV and equestrian sports
  - Endorsements of decisions by HRCAV
  - Promotion of all HRCAV events, regardless of level
  - Acknowledge competition successes
  - HRCAV sponsor servicing with positive brand messaging
  - Avoidance of personal sponsor endorsement
- 5.2. Stakeholders assume ambassadorial role for HRCAV
- 5.3. Ensure that content you post is factually accurate and complies with HRCAV policies particularly those that relate to confidentiality and disclosure
- 5.4. When using Twitter and Facebook, re-tweeting a message and 'Liking' a Facebook post is considered your view and an endorsement of the original tweet or post

#### **6. WHAT HRCAV DOES NOT EXPECT IN SOCIAL MEDIA MESSAGING**

##### **6.1. PROFESSIONAL USAGE**

- 6.1.1. Be mindful that any comments made or images, videos and photographs posted on social media platforms, irrespective of privacy settings are public remarks and can be shared, copied and distributed to a wider audience than may have been originally intended and therefore become publically published views.
- 6.1.2. As a stakeholder of HRCAV, when using social media, you are required to;
- 6.1.3. Ensure that you do not post any content that could be considered obscene, defamatory, threatening, harassing, discriminatory, libellous or hateful to another person or entity, including HRCAV and its employees, its contractors, its clubs, its partners, its participants, its competitors and/or any other equestrian related organization or individual
- 6.1.4. Be respectful of all individuals and communities with which you interact online
- 6.1.5. Be polite and respectful of others people's opinions
- 6.1.6. You must not make any comment or post, like or re-tweet any material that might otherwise cause damage to or bring into disrepute HRCAV's reputation.
- 6.1.7. You must not use the HRCAV brand to endorse or promote any product, opinion, cause or political message/belief without prior consent
- 6.1.8. Disclose only publically available information. You must not comment on or disclose confidential HRCAV information (such as Committee decisions, business plans and financial information) and always respecting copyright, privacy, financial disclosure and other applicable laws when posting content on social media

##### **6.2. PERSONAL USAGE**

6.2.1.HRCAV is aware and encourages its stakeholders to use social media in their personal lives. This policy is not intended to discourage the personal use of social media. However, the potential to damage HRCAV's reputation because of the personal use of social media where a person can be identified as associated with HRCAV means that all persons listed in 1.1 must comply with this policy to ensure that the risk of such damage is minimised.

6.2.2.HRCAV recommends that its stakeholders remain aware of their personal online reputation at all times. You should be aware that, even when not discussing HRCAV or equestrian sport related matters, if you engage in inappropriate conduct it can have an impact on your employment or engagement with HRCAV.

6.3. If a representative of the media contacts you via social media or by other means, in relation to HRCAV, you should refer the contact to the HRCAV office.

6.4. If HRCAV identifies that an employee is spending excessive work time accessing social media to the extent that such activity is effecting the performance of their work; disciplinary action may be initiated in accordance with that employee's employment agreement.

## **7. OFFICIAL HRCAV SOCIAL MEDIA PLATFORMS**

7.1. HRCAV office staff are responsible for uploading all official HRCAV content to HRCAV's Facebook account and other social media platforms as deemed appropriate from time to time.

## **8. IDENTIFYING INAPPROPRIATE USE**

8.1. If you become aware of inappropriate or unlawful content in social media that relates to HRCAV or individuals associated with HRCAV, or that may otherwise have been published in breach of this policy, and you would like to report these please contact the HRCAV's Administrative Officer.

## **9. BREACH OF POLICY**

9.1. Non-compliance with this policy may result in disciplinary action.

## **10. CONSULTATION**

10.1. Any persons who are unsure of their rights, liabilities or actions online can contact the HRCAV Administrative Officer for further clarification.