

Social Media Policy - Association

1. Purpose

- a. The purpose of this Policy is to ensure the appropriate use of social media platforms to promote the activities and reputation of Pony Club WA.
- b. This Policy is designed to protect the interests of the Pony Club WA, its management, employees and the organisation.

2. Scope

- a. This Policy applies to Pony Club WA management, employees, volunteers, members and contractors and to any other person who is notified that this Policy applies to them.
- b. This Policy also applies to anyone officially appointed to represent Pony Club WA in social media or discussing Pony Club WA or its business-related issues in their personal use of social media platforms.
- c. Social media tools include (but are not exclusive to):
 - i. Social networking sites e.g. Facebook, Instagram, LinkedIn
 - ii. Video and photo sharing websites e.g. Flickr, YouTube,
 - iii. Micro-blogging sites e.g. Twitter,
 - iv. Web blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications,
 - v. Forums and discussion boards such as Yahoo Groups or Google Groups,
 - vi. Online encyclopedias such as Wikipedia,
 - vii. Any other web sites that allow individual users or companies to publish posts, images or moving media.

3. Exclusions

- a. This Policy does not apply to personal use of social media where no reference is made to Pony Club WA or any of its business, members or associated activities.

4. Policy Principles

- a. When using social media engagement for **business purposes**, anyone representing Pony Club WA must:
 - i. Disclose that they are a Pony Club WA employee/representative and be clear about which area they are representing and what their role and accountabilities are.
 - ii. Disclose only publicly available information. Confidential Pony Club WA information (such as financial information, future business performance, business plans, imminent departure of key executives) must not be disclosed or commented on.

- iii. Provide new information as part of a planned media program only by arrangement with Pony Club WA Board or Chief Executive Officer.
- b. Everyone using social media on behalf of Pony Club WA has a ***personal responsibility*** that includes:
 - i. Ensuring that any content published is factually accurate and complies with relevant company policies, particularly those relating to confidentiality and disclosure.
 - ii. Ensuring that they have received the appropriate internal clearances and approvals in accordance with Pony Club WA's policy for releasing information in the public domain.
 - iii. Only offering advice, support or comment on topics that fall within their area of responsibility at Pony Club WA. If the situation requires a real time response, the other party should be made aware that the request has reached Pony Club WA for response.
 - iv. Not posting material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity (including horses), including Pony Club WA, its members, employees, its contractors, its partners, its competitors and/or other business-related individuals or organisations.
 - v. Not disclosing other people's personal information in social media venues and comply with the Privacy Policy.
- c. The personal responsibility of individuals also includes being ***respectful***, as applies to all social media use. For Pony Club WA purposes, this means:
 - i. Being respectful of all individuals and communities when interacting with them online.
 - ii. Being polite and respectful of others' opinions, even in times of heated discussion and debate.
 - iii. Adhering to the Terms of Use and seeking to conform to the cultural and behavioral norms, of the social media platform being used.
 - iv. Respecting copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.
- d. This Social Media Policy is also applied for those who choose to make references to Pony Club WA, its people, members or services, its competitors, and/or other business-related individuals or organisations on a social media platform in a ***personal capacity***. It is important in these circumstances that readers of these posts do not misconstrue personal comments as representing an official Pony Club WA position. In these situations, the person using social media must:
 - i. Identify themselves as a Pony Club WA employee if they refer to Pony Club WA, its people, members and services, its competitors and/or other business-related individuals or organisations.
 - ii. Ensure they do not imply in any way that they are authorised to speak on Pony Club WA's behalf.

- iii. Ensure they do not knowingly use the identity of another Pony Club WA employee or an employee of a Pony Club WA partner or competitor.
- iv. Be mindful during the social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing Pony Club WA into disrepute.
- v. Disclose only publicly available information. They must not comment on or disclose confidential Pony Club WA information (such as financial information, future business performance, business plans, imminent departure of key executives). If they need clarification about what Pony Club WA information is in the public domain, the employee must consult management.
- vi. Not include Pony Club WA's logos or trademarks or any of our funding partners or other business associates in any postings.
- vii. Anyone referring regularly to Pony Club WA or Pony Club WA related issues or providing a link to the Pony Club WA website, should use a permanent disclaimer. For irregular Pony Club WA references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is: "The views expressed in this post are mine only and do not necessarily reflect the views of Pony Club WA."

e. Breach of Policy

- i. As is the case with all of Pony Club WA's policies and procedures, non-compliance with this Policy may result in disciplinary action under Pony Club WA's Performance Management process.
- ii. Disciplinary action may involve a verbal or written warning or, in serious cases, termination of employment or engagement with Pony Club WA.
- iii. Pony Club WA may recover from the individual any costs incurred as a result of a breach of this Policy.

5. References:

6. Related Documents: Social Media Procedures