

Social Media Policy

for the Connemara Pony Breeders' Society of Australia (CPBSA Inc.)

Foreword

The Connemara Pony Breeder's Society of Australia (CPBSA Inc.)

Acknowledges that social media gives individuals, groups, organisations and businesses the opportunity to instantly share information with online communities. Any forum which allows a user to upload and share information is considered part of the social media space. Information that is shared need not be written, it can take the form of an image or audio visual material. Social media includes all internet-based publishing technologies.

The CPBSA supports the use of social media as an effective method of communication and is a valuable way to engage with members and the broader public.

Whilst social media provides great opportunity to raise the CPBSA's profile and reach new audiences, it also has the potential to harm the reputation of the organisation and its members. It is crucial therefore that those individuals representing the CPBSA are aware of the implications of using social media. This policy has been prepared to provide all persons who represent the CPBSA in any capacity with guiding principles for using social media.

Principles

CPBSA representatives (Committee, Full Members, Associate Members and Friends of the Connemara Pony) should be mindful that information shared on social media appears in public so careful consideration should be given to content before it is posted. Never forget that information posted on-line will eventually enter the public domain, even if it this was not the intention of the original poster.

Adhering to these guidelines will ensure the reputation of the CPBSA and its members is protected. In accordance with the CPBSA Social Media Policy, defamatory and disrespectful comments about individuals or organisations will not be tolerated. In accordance with this policy, CPBSA members must not bring the Society or its members into disrepute. Comments which are contrary to the spirit and integrity of the Society will not be tolerated.

Professional Use of Social Media

The CPBSA expects its representatives to maintain a certain standard of behaviour when using social media. This policy applies to all CPBSA representatives who contribute to or perform duties such as: maintaining a profile page for the CPBSA on any social or business networking site; making comments on such networking sites for and on behalf of the CPBSA; writing or contributing to a blog and/or commenting on other people's or business' blog posts for and on behalf of the CPBSA; and/or posting comments for and on behalf of the CPBSA on any public and/or private web-based forums or message boards or other internet sites.

If any CPBSA representative is directed to contribute to or participate in any form of social media related work, they are to act in a professional manner at all times and in the best interests of the CPBSA.

Private/Personal use of Social Media

The CPBSA acknowledges that CPBSA representatives have the right to contribute to content to public communications on websites, blogs and business or social networking sites not operated by the CPBSA. However, inappropriate behaviour on such sites has the potential to cause damage to the CPBSA, as well as its members.

All CPBSA representatives must also refrain from posting, sending, forwarding or using, in any way, any inappropriate material including but not limited to material which: is intended to (or could possibly) cause insult, offence, intimidation or humiliation to the CPBSA or its members; is defamatory or could adversely affect the image, reputation, viability or profitability of the CPBSA or its members; contains any form of confidential information relating to the CPBSA or its members.

Breach

All CPBSA members must comply with this policy. If a CPBSA representative fails to follow these guidelines the CPBSA has the right to demand that the comments/post be removed immediately.

Any breach of this policy will be treated as a serious matter and may result in disciplinary action including suspension or termination of membership.