



Clydesdale Cross Sport Horse Association Inc.

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SOCIAL MEDIA POLICY

The CCSHA acknowledge that social media gives individuals, groups, organisations and businesses a free and time efficient opportunity to instantly share information and promote their services. We strive to maintain a popular online presence and actively support this method of communication to reach our members and the broader public.

While social media provides great opportunities, it also has the potential to damage the reputation of the CCSHA and / or its members. In order to reduce cases of possible slander or harm, upon joining the CCSHA, all members and representatives will be bound by the following Social Media Policy. Any person who is found to breach the Policy may be subject to disciplinary action, including cancellation of membership.

All forms of social media activity are covered under this policy, including but not limited to; Facebook, Twitter, MySpace, LinkedIn, Flickr, Instagram, Pinterest, Snap Chat, YouTube, Vimeo, blogs, forums, Wikipedia, etc.

It is important to note that information shared is not always written; it could take the form of photographs, videos and other audio visual material (e.g. memes, cartoons, etc.).

Whether you are posting on your own personal page or in public groups / forums, CCSHA members and representatives should remember that information shared on social media is public and careful consideration should be given to the content before it is posted. Once it is shared, it can be difficult, if not impossible, to retract.

CCSHA members and representatives must ensure they abide the following guidelines:

- Comments must respect the rights, dignity, worth and privacy of others
- Harassment, bigotry, bullying, racism, threatening, lewd and / or hateful behaviour will not be tolerated
- Comments which are not contrary to the spirit and integrity of the CCSHA are unacceptable
- Members and representatives must never reveal confidential information about fellow members or CCSHA business
- If members have complaints or negative feedback, they are asked to contact a CCSHA representative in writing, rather than post their concerns on social media. All correspondence received will be recorded in the minutes of Committee Meetings and will be thoroughly investigated

Please note: this policy should be read in conjunction with the *Code of Ethics and of Conduct for CCSHA Events and Competitions*.