



Social Media Policy

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The Executive Officer

Equestrian South Australia

Unit 10, 2 Cameron Road MOUNT BARKER SA 5251

P: +61 8 8391 0488

E: manager@equestriansa.com.au

www.sa.equestrian.org.au

Revision History

Current version	1.2	
Updated/Reviewed by	Equestrian South Australia - Board	
Approval date	21/09/2022	
Approved by	ESA Board	
Date of next review	09/2025	
Version	Date superseded	Reason for change
1.0	Feb 2020	Original version
1.1	Sept 2022	Reviewed and Updated
1.2		Reviewed and Updated

Overview

Equestrian South Australia (ESA) supports the use of social media as a timely and effective method of communication. In addition to engaging with members of the equestrian community, social media can help the organisation and its members reach the broader public and traditional media.

Definitions

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time.

Social Media can include (but is not limited to):

- social networking sites (e.g. LinkedIn, Bebo, Friendster, Facebook)
- video and photo sharing sites (e.g. Flickr, YouTube, SnapChat, Instagram)
- micro-blogging sites (e.g. Twitter)
- weblogs, including personal blogs or blogs hosted by traditional media publications
- forums and discussion boards (e.g. Whirlpool, Yahoo! Groups or Google Groups)
- online encyclopedias (e.g. Wikipedia)
- any other sites that allow individual users or companies to use simple publishing tools

Cyberbullying involves the use of information and communication technologies such as e-mail, phone, instant messaging, and social media platforms, by individuals or groups to engage in deliberate, repeated, and hostile behaviour that is intended to harm others.

Scope of Policy

This policy covers members of Equestrian South Australia (ESA).

All forms of social media are covered by this policy.

Policy Statement

Board approval must be obtained prior to setting up official ESA Social Media accounts. This includes but is not limited to accounts maintained by discipline committees. Any social media account will have administrators appointed who will act as moderators on the account(s).

When using any social media platform ESA members and representatives must:

- ensure that information relating to Equestrian Australia (EA) and ESA is factually correct
- ensure that they do not do or say anything that could cause reputational damage to EA or ESA

- be conscious of the rights to privacy of other individuals, and where relevant seek their permission before posting content online
- Not to engage in any form of behaviour that could reasonably be considered to be cyber-bullying
- not breach any laws, including (but not limited to) those related to privacy, discrimination, copyright and defamation
- not make posts which have the capacity to be offensive
- not breach the EA Code of Conduct
- not breach the EA Social Media policy
- not use EA or ESA logos or proprietary information without express written permission
- be polite and respectful of the opinions of others even in times of heated debate
- not bring either ESA or the sport of equestrian into disrepute.

Breach

Breaches of this policy are to be submitted to Equestrian Australia's Integrity Team via email to integrity@equestrian.org.au. EA Integrity will then determine how the complaint will be managed.

When a complainant submits a matter to EA integrity it is requested that the email be cc'd to manager@equestriansa.com.au so that ESA is aware of the complaint and can provide assistance if required. However, this is entirely at the complainant's discretion/choice.

Breaches of this policy or related policies may lead to disciplinary action..

Amendments

The Social Media Policy next review date is three years from the commencement of this version.