



## Social Media Policy

<b>Procedure/Policy Area</b>	Social Media Delegations of Authority	
<b>Effective Date</b>	24 February 2020	
<b>Prepared By</b>	ESA Board	August 2019
<b>Endorsed By</b>	ESA Board	19 Feb 2020

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## Revision History

<b>Current version</b>	1.1	
<b>Updated/Reviewed by</b>	ESA Board of Directors	
<b>Approval date</b>	19/02/2020	
<b>Approved by</b>	ESA Board	
<b>Date of next review</b>	08/2022	
<b>Version</b>	<b>Date superseded</b>	<b>Reason for change</b>
1.0		Original version
1.1	Feb 2020	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 encyclopaedias (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

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- be conscious of the rights to privacy of other individuals, and where relevant seek their permission before posting content online
- 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**

Individuals who wish to report an alleged breach of this policy should follow the complaints procedure outlined in EA's Member Protection Policy.

Breaches of this policy or related policies may lead to disciplinary action taken in accordance with the disciplinary measures set out in EA's Member Protection Policy.

### **Amendments**

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