



<b>AUSTRALIAN NATIONAL WORKING EQUITATION</b>	<b>Social Media Policy</b>
<b>Document Number:</b>	P.005
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<b>Responsible Portfolio:</b>	Board
<b>Authority</b>	This Policy is made under clause 20.1 of the ANWEL Constitution. It is binding on all Members of ANWEL.
<b>Signature</b>	
<b>Related Policies</b>	Integrity Framework Code of Conduct Member Protection Policy Conflicts of Interest Policy Privacy Policy Horse and Livestock Welfare Policy

## 1. Introduction

Social media gives individuals, groups, organisations and businesses the opportunity to instantly share information with online communities. Blogs, forums, social networking and video sharing sites are the most popular types of social media. However, any forum which allows a user to upload and share information is considered part of the social media space. It is also important to note that information that is shared need not be written; it could take the form of an image or audio visual material.

Australian National Working Equitation Ltd (ANWEL) supports the use of social media as a timely and effective method of communication. In addition to engaging with members of the working equation community, social media can help ANWEL reach members of the broader public and traditional media.

While social media provides a great opportunity to raise ANWEL’s profile and reach new audiences, it also has the potential to harm the reputation of ANWEL, its members and stakeholders. It is therefore crucial that all ANWEL members and other persons bound by this policy are aware of the potential implications of using social media. Purpose and scope

The purpose of this policy is to provide persons bound by this policy with guidance on the best way to engage in social media to maximise value and minimise risk.

This policy applies to all ANWEL officers, members and volunteers. ANWEL expects its members and volunteers to use social media in accordance with this policy.

## 2. Definition

'Social media' is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.

Social media channels can include but are not limited to:

- a. Social networking sites like Facebook, LinkedIn and Google +
- b. Video and photo sharing sites such as YouTube, Pinterest, Snapchat, Instagram, TikTok, and Vimeo
- c. Blogs, including personal and corporate blogs such as Wordpress accounts
- d. Comments left on blogs hosted by media outlets e.g. smh.com.au
- e. Micro-blogging sites such as Twitter
- f. Wiki's and online collaborations
- g. Online forums, discussion boards and groups
- h. Online multiplayer gaming platforms
- i. Instant messaging such as SMS, WhatsApp, WeChat and iMessage
- j. Podcast and vodcast sites
- k. Livestreaming sites and apps such as Twitch and Periscope.

## 3. Guiding principles for social media use

### 4.1 For official and personal users of social media

Whenever social media users are interacting on social media, in a professional or personal context, the following guiding principles must always be considered and applied .

Please note members are also bound by the Member Code of Conduct and Member Protection Policy.

A Social Media User must:

- a. not criticise ANWEL sponsors or other organisations and their employees, volunteers or supporters as well as ANWEL State Associations, Clubs or members
- b. not defame any other person or entity

- c. not post content that might otherwise cause damage to the reputation of ANWEL or bring it into disrepute
- d. not harass, bully, abuse or intimidate or display any other form of inappropriate behaviour as per the ANWEL Member Protection Policy
- e. not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, offensive, aggressive, abusive, profane, hateful, racist, pornographic, sexist, sexually explicit, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- f. not exploit platforms to seduce, groom or inappropriately engage with Children
- g. subject to ANWEL policies and otherwise the consent of ANWEL, not use any ANWEL intellectual property or imagery
- h. respond to others' opinions respectfully and acknowledge and correct mistakes promptly
- i. ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use
- j. only disclose and discuss approved and publicly available information and content (including videos, audio and images)
- k. adhere to terms and use of the relevant social media platform/website, as well as ANWEL policies
- l. disclose conflicts of interest where able
- m. not upload information of a confidential nature
- n. comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property.
- o. remain security aware. Be vigilant about the security of social media accounts and take all reasonable steps to protect social media accounts.

In addition, ANWEL directors, officers and staff must:

- a. ensure that comments, posts, and responses from official ANWEL accounts are true and accurate
- b. not conduct a private business through ANWEL's social media presence.

#### 4. Use of photography on social media

In summary, photos or video that may be interpreted as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist must not be used in any way. ANWEL reserves the right to remove any inappropriate images from official ANWEL sites.

Copyright legislation must be complied with at all times. If a photo or video does not belong to ANWEL, permission should be obtained, and appropriate recognition be given upon posting the content.

Consent of any individual must be sought before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, consent must be provided by a parent or legal guardian.

Use of any official ANWEL photo or video content on a personal social media account, without approval or authorisation is strictly prohibited.

## 5. Permissions

ANWEL may create social media accounts to engage with their members, supporters and general public. Any account which represents ANWEL must be authorised and approved by ANWEL

## 6. Personal use of social media when you can be identified as an ANWEL member

Personal use is a matter for an individual user, however individuals will be accountable for the consequences of their actions on social media. If such actions contravene this policy Social Media Users will be disciplined accordance with the Member Protection policy and Codes of Conduct of ANWEL and or their member agreements.

## 7. Policy breach

Misuse of social media can have serious consequences for ANWEL, and consequently that misuse can have serious consequences in terms of disciplinary action for Social Media Users under this policy.

ANWEL is responsible for ensuring adherence to the Social Media Policy by Social Media Users included in this policy.

ANWEL members and volunteers must adhere to the Terms of Use of the relevant social media platform/website, as well as ANWEL policies and their own State Association and Club policies and legislative requirements.

In the event of breach of this Policy and/or serious misconduct, disciplinary action may be commenced under the relevant policies, rules and/or other agreements.

**Refer Member Protection Policy .**

ANWEL encourages all Members to report any use of Social Media which is perceived to have breached this policy. If you believe there has been a breach of this policy please report and submit details of the alleged breach to [anwelsecretary@anwe.org.au](mailto:anwelsecretary@anwe.org.au)