



## **SOCIAL MEDIA POLICY**

### **1. Purpose**

- a. The purpose of this Policy is to ensure the appropriate use of social media platforms to promote the activities and reputation of the Standardbred Pleasure & Performance Horse Association of WA (Hereby referred to as SPPHAWA).
- b. This Policy is designed to protect the interests of SPPHAWA, its committee, members and the organisation.

### **2. Scope**

- a. This Policy applies to SPPHAWA committee, volunteers, members and contractors and to any other person who is notified that this Policy applies to them.
- b. This Policy also applies to anyone officially appointed to represent SPPHAWA in social media or discussing SPPHAWA or its association-related issues in their personal use of social media platforms.
- c. Social media tools include (but are not exclusive to):
  - i. Social networking sites e.g. Facebook, Instagram, LinkedIn
  - ii. Video and photo sharing websites e.g. Flickr, YouTube,
  - iii. Micro-blogging sites e.g. Twitter,
  - iv. Web blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications,
  - v. Forums and discussion boards such as Yahoo Groups or Google Groups,
  - vi. Online encyclopedias such as Wikipedia,
  - vii. Any other web sites that allow individual users or companies to publish posts, images or moving media.

### **3. Exclusions**

- a. This Policy does not apply to personal use of social media where no reference is made to SPPHAWA or any of its business, members or associated activities/events.

### **4. Policy Principles**

- a. When using social media engagement for business purposes, anyone representing SPPHAWA must:
  - i. Disclose only publicly available information. Confidential SPPHAWA information (such as financial information, future association performance, association plans, imminent departure of key executives) must not be disclosed or commented on.
  - ii. Provide new information as part of a planned media program only by arrangement with SPPHAWA Committee.
- b. Everyone using social media on behalf of SPPHAWA has a personal responsibility that includes:
  - i. Ensuring that any content published is factually accurate and complies with relevant association policies.
  - ii. Only offering advice, support or comment on topics that fall within their area of responsibility at SPPHAWA. If the situation requires a real time response, the other party should be made aware that the request has reached SPPHAWA committee for response.
  - iii. Not posting material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity (including horses), including SPPHAWA, its members, committee, its sponsors, its partners, its competitors and/or other business-related individuals or organisations.
  - iv. Not disclosing other people's personal information in social media venues.
- c. The personal responsibility of individuals also includes being respectful, as applies to all social media use. For SPPHAWA purposes, this means:
  - i. Being respectful of all individuals and communities when interacting with them online.
  - ii. Being polite and respectful of others' opinions, even in times of heated discussion and debate.
  - iii. Adhering to the Terms of Use and seeking to conform to the cultural and behavioral norms, of the social media platform being used.
  - iv. Respecting copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.
- d. This Social Media Policy is also applied for those who choose to make references to SPPHAWA, its people, members or services, its competitors, and/or other association-related individuals or organisations on a social media platform in a personal capacity. It is important in these circumstances that readers of these posts do not misconstrue personal comments as representing an official SPPHAWA position. In these situations, the person using social media must:
  - i. Identify themselves as a SPPHAWA committee member if they refer to SPPHAWA, its people, members and services, its competitors and/or other business-related individuals or organisations.
  - ii. Ensure they do not imply in any way that they are authorised to speak on SPPHAWA's behalf.
  - iii. Ensure they do not knowingly use the identity of another SPPHAWA committee member or a SPPHAWA sponsor or competitor.
  - iv. Be mindful during the social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing SPPHAWA into disrepute.
  - v. Disclose only publicly available information. They must not comment on or disclose confidential SPPHAWA information (such as financial information, future association performance or meeting minutes, association plans or imminent departure of committee members).
  - vi. Not include SPPHAWA logos or trademarks or any of our funding partners or other business associates in any postings.
- e. Breach of Policy
  - i. As is the case with all of SPPHAWA's policies and procedures, non-compliance with this Policy may result in disciplinary action;
  - ii. Disciplinary action may involve a verbal or written warning or, in serious cases, termination of membership or engagement with SPPHAWA and SPPHAWA related events.



Standardbred Pleasure & Performance Horse  
Association of Western Australia Inc.

70 Tulloch Way  
DARLING DOWNS, WA 6122

Website: [www.spphawa.com.au](http://www.spphawa.com.au)

Email: [members@spphawa.com.au](mailto:members@spphawa.com.au)

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**PHOTOGRAPHIC CONSENT & RELEASE FORM**

I hereby consent and agree that the Standardbred Pleasure and Performance Horse Association Inc. has the right to take or use photographs of me (and/or my horse/s) and to use these in any and all media worldwide including online, now or hereafter known, and for any purpose whatsoever.

I hereby release to the Standardbred Pleasure and Performance Horse Association Inc. all rights to exhibit this work in print and electronic form publicly or privately and to market copies. I waive any rights, claims or interest I may have to control the use of my identity or likeness in the photographs and agree that any uses described herein may be made without compensation or additional consideration of me.

I represent that I am either at least 18 years of age, have read and understand the foregoing statement, and am competent to execute this agreement. Or that I have read and understood the foregoing statement on behalf of the minor and am the legal parent/guardian of the above minor on the Membership Form.