

EQUESTRIAN VICTORIA SOCIAL MEDIA POLICY

Policy number	EV013	Version	2
Drafted by	Ros Agius	Approved by Board on	22 April 2022
Responsible person		Scheduled review date	20 April 2023

INTRODUCTION

Equestrian Victoria supports the use of social media as a way of promoting our business. This policy operates in conjunction with the internet and email policy and letter of offer.

The purpose of this policy is to establish clear procedures and guidelines for the use of social media within the business and out of office hours for all employees and sub-contractors.

SCOPE

This Policy applies to all Equestrian Victoria employees. For the purpose of the Policy “employee” means persons working at Equestrian Victoria including ongoing and temporary employees, committee members, officials, volunteers, contractors, consultants, board directors, trainees and students on work experience.

DEFINITIONS

For the purposes of this policy, ‘social media’ means websites and internet-based applications used for social networking/interaction, sharing of information/content and creation of communities through online networks of people. Examples of social media to which this policy relates includes, but is not limited to:

- Social networking sites e.g., Facebook, LinkedIn, Twitter
- Video and photo sharing sites e.g., YouTube, Flickr, Instagram
- Weblogs including corporate blogs and personal blogs
- Forums and discussion boards
- Online encyclopaedias such as Wikipedia
- Any other websites that allow individual users or companies to use simple publishing tools

REPRESENTING COMPANY IN SOCIAL MEDIA

Permitted posts relating to Equestrian Victoria activities via social media channels will generally be:

- Part of a marketing strategy developed by the Equestrian Victoria Board
- Part of an overall communication strategy targeting specific stakeholder groups
- Part of an approved approach to communicating information regarding Equestrian Victoria to its customers and wider community e.g., updates via Twitter or LinkedIn groups on Equestrian Victoria happenings.

- An employee must have approval from the EV Board of Equestrian Victoria before being permitted to use social media channels by communicating ('posting') on social media sites on Equestrian Victoria's behalf.
- All employees must agree to the guidelines and conditions around the social media policy. This agreement also includes Equestrian Victoria Facebook Administrators and Moderators to safeguard Equestrian Victoria's Facebook environment.
- All employees agree they will exhibit a professional and courteous attitude and act in the Employers best interest at all times.

When you post information or material ('content') on social media sites on behalf of Equestrian Victoria you must:

- Ensure that the content you post is factually accurate and complies with relevant Equestrian Victoria policies.
- Ensure that the content you post do not constitute legal advice or fall outside of your area of knowledge or expertise.
- Ensure that the content you post is not obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Equestrian Victoria, its employees, its customers, its suppliers, its members, its contractors, its partners, its competitors and/or other business-related individuals or organisations.
- Ensure that the content you post is not confidential or commercially sensitive to Equestrian Victoria its employees, customers, suppliers, members, contractors, partners, competitors and/or other business-related individuals or organisations, or otherwise inappropriate for communication via these channels.
- Ensure that the content you post do not include another person's personal information without their express written consent.
- Ensure that the content you post do not breach applicable legislation including laws relating to copyright, privacy, financial disclosure, discrimination/equal opportunity and defamation.
- Be respectful of all individuals and communities with whom/which you interact online.
- Be polite and respectful of others' opinions.

EXTERNAL PLATFORM FOR SOCIAL MEDIA

When using external social media sites, employees and sub-contractors must ensure that they do not make disparaging remarks against the organisation, its' employees, sub-contractors, suppliers and customers. Any breaches of this policy will result in disciplinary action as detailed below.

Staff should also be aware that the use of email, SMS, MMS and of social media such as Twitter, Facebook, LinkedIn and YouTube in work and private time can amount to discrimination, harassment or bullying of staff or other persons staff come into contact with in the course of their employment. This would be the case if uploaded content comes under the definitions of harassment, vilification, discrimination or bullying outlined in this policy.

Staff should take care with the information they publish into the public domain about the organisation, the people they work with and the type of work they do.

A breach of this policy may result in disciplinary action being taken including termination of employment. Disciplinary action includes the possibility that a breach may be deemed serious misconduct.

MATERIAL POSTED BY OTHERS

Should an employee become aware of any disparaging comments made on social media platforms relating to the organisation, its employees, sub-contractors, suppliers or customers they should notify the EV Board.

CONSEQUENCES OF BREACHES OF POLICY

Social media usage may be monitored by the organisation. Breaches of this policy will be considered serious and may be subject to appropriate disciplinary action, up to and inclusive of termination of employment.

END