

Social Media Policy

Purpose

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and this also extends to organisations who are recognising that social media offers new opportunities to communicate with members.

The Australian Light Horse Society (TALHS) sees social media as an important tool of corporate and business engagement. TALHS's principles of Social Media Engagement are designed to protect the interests of the TALHS Company Board and the organisation.

The essential guiding principles are:

1. Ensure that you are fully aware of who you are representing.
2. All references to TALHS are correct, accurate and in line with the Confidentiality and Intellectual Property Policies of TALHS.
3. At all times, demonstrate respect for the individual and communities with which you interact.

Application

Social Media Engagement is a policy of TALHS and it applies to all TALHS Company Board members, TALHS members, volunteers and contractors and to any other person who is notified that this policy applies to them.

The policy applies to the business of TALHS and not to personal use of social media where no reference is made to the TALHS, a recognised TALHS Troop or any of TALHS's business, members or associated activities.

If you require clarification about aspects of this policy and how it applies to your own circumstances, please discuss this with a member of the TALHS Board.

Policy

TALHS appreciates the value in using social media to build relationships with members and other relevant stakeholders.

If you are officially appointed to represent TALHS in social media, or if you are discussing TALHS or TALHS issues in your personal use of social media platforms, you are required to follow this policy.

Social media tools include:

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

There are two ways that this policy will apply to you.

- **You are appointed** to represent TALHS on social media platforms and are using a social media platform for business purposes. Further information is outlined below.
- **You choose** to make references to TALHS, its people, products or services, and/or other business-related individuals or organisations when you are using a social media platform in a personal capacity. Further information is outlined below.

TALHS's Social Media Engagement Policy does not apply to personal use of social media platforms where you make no reference to TALHS related matters or content.

Social Media Engagement for Business Purposes

Representation

You are required to:

- Disclose that you are a TALHS member and be clear about which area you are representing and what your role and accountabilities are.
- Disclose only publicly available information. You must not comment on or disclose confidential TALHS information (such as financial information, future business performance, business plans, imminent departure of key executives).
- Or, by arrangement with the TALHS Board, provide new information as part of a planned media program.

If you require clarification about what TALHS information is in the public domain, you should refer to a member of the TALHS Company Board.

Responsibility

You are required to:

- Ensure that any content you publish is factually accurate and complies with relevant company policies, particularly those relating to confidentiality and disclosure (see References section below).
- Ensure that you have received the appropriate internal clearances and approvals in accordance with TALHS's policy for releasing information in the public domain.
- Only offer advice, support or comment on topics that fall within your area of responsibility at TALHS. For other matters, seek advice from a member of the TALHS Company Board, if the situation requires a real time response, let the other party know that the request has reached TALHS for response.
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity (including horses), including TALHS, its members, its directors, its contractors, its partners, its competitors and/or other business-related individuals or organisations.
- Ensure you do not disclose other people's personal information in social media venues and comply with the Privacy Policy.

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online.
- Be polite and respectful of others' opinions, even in times of heated discussion and debate.
- Adhere to the Terms Of Use and seek to conform to the cultural and behavioural norms, of the social media platform being used.
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.
- Check with the TALHS's President if you are not certain about what you can reproduce or disclose on social media platforms.

Personal Uses of Social Media Platforms

This Social Media Engagement policy is applied if you choose to make references to TALHS, its people, members or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official TALHS position.

Representation

You are required to:

- Identify yourself as an TALHS member if you refer to TALHS, its people, members and services, its competitors and/or other business-related individuals or organisations.
- Ensure you do not imply in any way that you are authorised to speak on TALHS's behalf;
- Ensure you do not knowingly use the identity of another TALHS member or a member of an TALHS partner or competitor (including name or variation of a name).
- Be mindful during your social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing TALHS into disrepute.
- Disclose only publicly available information. You must not comment on or disclose confidential TALHS information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what TALHS information is in the public domain, you should consult the TALHS Board of Directors.
- Not include TALHS's logos or trademarks in your postings or any of our funding partners or other business associates.

Responsibility

You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:

- any information about TALHS's services that you provide is informed and factually accurate. If you wish to express your opinions, please state they are your personal opinions. If you are offering your personal perspective on a matter related to TALHS, be mindful that your commentary and opinion does not cause damage to TALHS or its interests.

You are required to:

- Use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of TALHS.

A disclaimer is required when you:

- Refer to the work done by TALHS.
- Comment on any TALHS related issue, or
- Provide a link to the TALHS website.
- Use a permanent disclaimer if you are referring regularly to TALHS or TALHS related issues. For irregular TALHS references, a disclaimer need only be used on a case-by-case basis.
- An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of TALHS."
- Reference only publicly available information on the [TALHS Website](#)
- Ensure you are not the first to make an TALHS announcement.
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about TALHS, its employees, members, its contractors, its partners, its competitors and/or other business-related individuals or organisations.

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online.
- Be polite and respectful of other opinions, even in times of heated discussion and debate.
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms of the social media platform being used.
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with the Board if you are not certain about what you can reproduce or disclose on social media platforms.

Breach of Policy

As is the case with all of TALHS's policies and procedures, if you do not comply with this policy you may face disciplinary action under section 17 of the TALHS Constitution, whereby the Board shall have power by resolution to censure, fine, suspend or expel the member from the Company.

TALHS may recover from you any costs incurred as a result of a breach of this Policy. If you break the law you may also be personally liable.