



# VICTORIAN PINTO SOCIETY INC.



## SOCIAL MEDIA POLICY

**Objective: This Policy has been developed to define the requirements for all Members of the VICTORIAN PINTO SOCIETY INC (the 'VPS') when using social media.**

### **What is social media?**

Social media includes any form of online publishing or discussion. Examples include social networks such as Facebook, LinkedIn and Twitter accounts, chat-rooms, online forums, blogs, and wikis. Effectively it is where people can connect online and share ideas and views, information, photos and relationships and includes emails.

### **What is unacceptable use of social media?**

It is each member's choice to participate in social media and in general what members do in their own time is their business. However, VPS members need to understand that any activities which have the potential to cause difficulties within the membership will "have a connection with the VPS" and will fall within the scope of this policy.

There are three key ways social media use can affect membership. It has the capacity to:

1. Damage the VPS reputation
2. Damage a member's ability to associate with other members
3. Breach VPSs policies such as discrimination, harassment or the protection of confidential information.

VPS members must not engage in any on-line activities which might bring the VPS into disrepute. VPS members must not engage in attacks or abuse, or activities which undermine committee and other volunteers, other members, products and services. VPS members must not speculate on rumours about the VPS. VPS members must not post offensive, derogatory, harassing, bullying or discriminatory comments on the internet regarding any other members, their horses, products or belongings. VPS members must not claim to represent or identify the VPS unless explicitly authorised to do so by the Committee..

### **Why does this policy apply to you?**

The Memorandum of Articles of Association of the society stipulate that any member that has

- engaged in behaviour or conduct that is unsportsmanlike, dishonest, unbecoming of a member or contrary or prejudicial to the interests or furtherance of the VPS or which may bring or tend to bring the VPS into disrepute;

After the observing the required procedure the Committee can

- i. expel the member from the VPS.
- ii. Suspend a member from membership from the VPS for a specified period;
- iii. Impose a fine on the member,
- iv. Reprimand the member;

### **Respect the privacy of Members**

By respecting the privacy of all members each member will be helping to maintain a socially respectful environment. It is fine for members to disagree, but do not use online media to air differences. Again, VPS members are not to post offensive, derogatory, harassing, bullying or discriminatory comments, or use any photo without the owner's permission.

### **Application and consequence**

In summary, VPS members should use best judgment whenever using social media,

If members become aware of anyone breaching this Social Media Policy, immediately report this to the VICTORIAN PINTO SOCIETY INC.

All members must comply with this policy. Any breach of this policy will be treated as a serious matter and may result in disciplinary or other action being taken against the member concerned, including termination of membership.

### **Social Media and Defamation**

It's important to point out that, apart from the effects of social media in relation to the operation of the VPS and its members, the law Of defamation applies to social media just as much as any other form of publication.

Members should keep in mind that, apart from any action the VPS may take, persons whether members or not, risk being sued personally for any material they place on social media.