



# Social Media Policy

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As the governing body and custodians of equestrian sport in Western Australia, Equestrian Western Australia (EWA) through a designated officer must approve any social media accounts that seek to represent EWA or one of its disciplines as a whole or in part. Establishing personal sites, blogs and accounts that have an Equestrian WA and/or any of its' disciplines' 'look and feel' (name/branding) which could be perceived as being EWA or its disciplines or other committees is strictly prohibited. Only official EWA disciplines' social media accounts and public groups may use the official logos and branding to represent the sport. This includes any account or site that is established for promotional purposes, including (but not limited to) promoting its initiatives or events.

EWA Committee members are not permitted to administer committee or sport discipline specific accounts on social media. Information that committees and its members who wish to share information with their followers on social media must come through the EWA office and its authorised accounts. A committee may request Editor level access to discipline "Pages" when appropriate and may moderate "groups", with EWA staff retaining Admin level access.

Any members on social media with unauthorised accounts, must not use the official logo or branding, or assets. Persons responsible for managing the use of social media must include a disclaimer that the account is not an official communication channel and that any content or information posted by or within the account does not represent EWA or its views. Any EWA Committee members using personal social media accounts must ensure any opinions they provide on those accounts are designated as their personal views and not those of EWA or the Committee that they sit on.

## **RESPONSIBILITIES**

Each sport committee shall nominate a Communications Officer to co-ordinate their disciplines' social media management.

The EWA Marketing Coordinator or other EWA designated officer will oversee expansion and be given full administration rights of any of the social media platforms and also help to develop the Social Media Strategy in line with the organisation's Social Media Policy.

Staff and volunteers may, from time to time and where appropriate, post on behalf of the sport committee/discipline using their sports' social media profile. This is to be done only with the express knowledge and authorisation of the EWA designated officer or /Marketing Coordinator.

The EWA designated Officer or Communications Officer has ultimate responsibility for:

- Ensuring that all posts are in keeping with EWA's core Social Media Policy.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimizing the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- Moderating and monitoring public response to social media, (for example post or discussion comments and replies), to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive users, and to reply to any further requests for information generated by a post's topic.
- Referring any EWA members who contravene this policy to the CEO for disciplinary action.

It is important to maintain the balance between encouraging discussion, information sharing and maintaining a professional and appropriate online presence.

### **PERSONAL LIABILITY**

Please bear in mind that information committee members provide, and statements committee members make, on social media could have significant consequences for you personally, for example:

- making statements about an individual may constitute defamation (in which case you may be personally liable under applicable legislation to the person about whom you make the statement);
- making statements may constitute unlawful discrimination, harassment or bullying (in which case you may be personally liable under applicable legislation);
- using other persons' material, text, images, photographs, music, logos and trademarks may breach copyright laws