



# Albany Equestrian Centre

# Communication Policy

**Management Committee Decision: September 2015**

**Version: Original (1.0)**

**Effective Date: 3 September 2015**

## Record of Amendments

Version	Date	Details of Changes	Comments
1.0	3/9/2015		Accepted as per AEC committee meeting 3/9/2015

## **Purpose**

Electronic communication is essential for sharing news and information with Albany Equestrian Centre members. Communication will be timely, appropriate and related to association business.

The purpose of this policy is to provide Albany Equestrian Centre representatives with guiding principles for using electronic communication.

In addition to interactive, online social media communication, this policy extends to the Albany Equestrian Centre website, and to Albany Equestrian Centre emails and communications.

## **Scope of Policy**

This policy applies to all Albany Equestrian Centre 'authorised persons' with access to the site.

An 'authorised person' is a person appointed by the Albany Equestrian Centre Management Committee for a specific purpose.

All forms of social media activity, Albany Equestrian Centre website, and Albany Equestrian Centre emails and communications, are covered under this policy.

## **Albany Equestrian Centre Website**

The Albany Equestrian Centre website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.

No offensive content or photos will be published.

The Albany Equestrian Centre will ensure that photographs of minors will only be published with the prior express permission of their parent or guardian.

The Albany Equestrian Centre will seek feedback from members to improve the information available on the site.

## **Email**

The primary purpose for access to email is to communicate with The Albany Equestrian Centre members.

Email may not be used to:

- Create or exchange messages that are discriminatory, offensive, harassing, bullying, obscene or threatening
- Exchange any confidential or sensitive information held by the Albany Equestrian Centre to a third party
- Create, store or exchange information in violation of copyright laws.
- Send unsolicited messages (spam)

## **Social Media**

Social media are online services and tools used for publishing, sharing and discussing information. They include forums, blogs, wikis, social networking websites, and any other websites that allow individual users to easily upload and share content.

### **Social Media Guiding Principles**

The Albany Equestrian Centre social media pages are for the purpose of the promotion of the facilities, clubs and events, and equestrian relevant information exchange, and not for the expression of personal views.

Albany Equestrian Centre representatives should be mindful that information shared on social media appears in public so careful consideration should be given to content before it is posted.

Defamatory, disrespectful, inappropriate and hateful comments about individuals or organisations will not be tolerated.

Albany Equestrian Centre representatives should ensure that comments made on social media abide by Albany Equestrian Centre's Code of Conduct and are in line with all Albany Equestrian Centre policies, specifically:

- *Respect the rights, dignity and worth of others;*
- *Refrain from any form of harassment of others;*
- *Refrain from any behaviour that may bring the Albany Equestrian Centre, or affiliated clubs into disrepute.*

All Albany Equestrian Centre representatives who share information online should consider themselves as spokespersons for the organisation and must never reveal confidential or sensitive information.

Paying sponsors / advertisers will be given exposure online as per their agreement with AEC.

The Albany Equestrian Centre will ensure that photographs of minors will only be published with the prior express permission of their parent or guardian.

The Albany Equestrian Centre will not reproduce photographs taken by others without their permission, other than to "share" Facebook published photographs.

If an inappropriate post appears only once, the administrator shall:

- Remove the post as soon as possible
- Where possible, contact the poster privately to explain why the post has been and highlighting the Albany Equestrian Centre's Social Media Guiding Principles.

If a poster continues to post inappropriate content, or if the post can be considered spam, the administrator shall:

- Remove the post as soon as possible
- Ban or block the poster to prevent them from posting again.

## **Breach**

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

## **Legislation**

As with any form of public communication, online communication can also be subject to legislation. Representatives should be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments could lead to prosecution.

## **Amendments/Interpretation**

These Guidelines may be amended by the Albany Equestrian Centre as it deems appropriate.

The Albany Equestrian Centre Management Committee will be the ultimate authority with respect to the interpretation and implementation of these Guidelines.

## **Contact Us**

Should a member require more detailed information on the way in which the Albany Equestrian Centre handles social media, please contact the Albany Equestrian Centre at:

[albanyequestrian@gmail.com](mailto:albanyequestrian@gmail.com)