



## SOCIAL MEDIA & MEDIA POLICY

### “Keep It Real”

#### Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media, in addition to traditional print, radio and television media, so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online and other media activities related to Oakwood Park Equestrian.

This policy contains Oakwood Park Equestrian’s guidelines for the Oakwood Park Equestrian community to engage in social and other media use. It also includes details of breaches of the policy.

In circumstances where guidance about media issues has not been given in this policy, we suggest you use common sense or seek out advice from Oakwood Park Equestrian management.

#### Underlying principles

This policy complements Oakwood Park Equestrian’s core values:

##### Living for Horses & Harmony

- Healthy Happy Horses are the centre of everything we do
- Harmony with Horses is the objective of our horse relationships
- Harmony with Nature is our land management ethos
- Harmony is our expectation for all client and guest relationships

## Coverage

This policy applies to all persons who are involved with the activities of Oakwood Park Equestrian, whether they are in a paid, paying or unpaid/voluntary capacity including:

- agistees of Oakwood Park Equestrian, including their guests and families, coaches, trainers, service providers and any other people invited or engaged by the agistee to attend Oakwood Park Equestrian;
- hirers of Oakwood Park facilities, including their guests, clients, service providers and any other people invited or engaged by the hirer to attend Oakwood Park Equestrian;
- employees and contractors of Oakwood Park Equestrian, including any coaches, trainers, service providers and other people invited or engaged by Oakwood Park Equestrian.

## Scope

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger)
- Online magazines or email subscription digests (e.g. HorseWyse, Equestrian Life, Horse Deals, Hoofbeats)
- Review sites (e.g. Yelp, Urban Spoon)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud)
- Geo-spatial tagging (e.g. Foursquare)
- Online encyclopaedias (e.g. Wikipedia)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Xbox Live)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

**Other Media** refers to more traditional forms of media including but not limited to:

- Print media (e.g. newspaper, magazine, promotional brochures)
- Radio (e.g. radio advertising, interview or segment spot appearances, cash for comment)
- Television (e.g. advertising, interview, response to questions, news segments).

***This policy is applicable when using social or other media:***

1. as an officially designated individual representing Oakwood Park Equestrian; or
2. if you are posting content in relation to Oakwood Park Equestrian or any of its owners, employees, clients or other associates that might directly or by inference affect Oakwood Park Equestrian's business, sports, products, services, events, sponsors, owners, employees, clients, competitions, teams, participants or reputation; or

3. If you are posting content in your personal capacity, or in relation to your own business and professional interests, and your content either
  - a. has the potential to reflect adversely on Oakwood Park Equestrian or any of its associates, through your connection to us; or,
  - b. inappropriately exploits Oakwood Park Equestrian's business, products, services, events, sponsors, owners, employees, clients, competitions, teams, participants or reputation.

*NOTE: This policy does not apply to the personal use of social media where it is not related to nor drawing credibility from Oakwood Park Equestrian and where it cannot be construed in any way as directly or by inference affecting Oakwood Park Equestrian's business, products, services, events, sponsors, owners, employees, clients, competitions, teams, participants or reputation; However, any misuse by you of social media may still be regulated by your contract, the Values, or Code of Conduct of Oakwood Park Equestrian.*

### **Using social or other media in an official capacity**

Only Oakwood Park Equestrian's management are authorised to engage in social and other media as a representative of Oakwood Park Equestrian. You must not at any time imply or allow inference that you are an authorised representative of Oakwood Park Equestrian or its' views.

### **Distinguishing personal use of social or other media**

However, while not engaged in any official capacity, as a part of Oakwood Park Equestrian's community you are an extension of the Oakwood Park Equestrian brand.

As such, the boundaries between when you are representing yourself and when you are representing Oakwood Park Equestrian can often be blurred and easily misconstrued. To avoid potential difficulties, it is prudent to represent both yourself and Oakwood Park Equestrian appropriately in the media, including online, at all times.

## **Guidelines**

You must adhere to the following guidelines when using media related to Oakwood Park Equestrian or its business, products, services, events, sponsors, owners, employees, clients, competitions, teams, participants or reputation.

### **Use common sense**

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred.

- Remember, you are an ambassador for Oakwood Park Equestrian.

### **Protecting your privacy**

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting

any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### *Honesty*

Your honesty, or dishonesty, may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. Similarly, do not omit important context or details, or allow inferences from your content - words or photographs for example - to mislead. If you are unsure, check the source and the facts before uploading or posting anything. Oakwood Park Equestrian recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### *Respect confidentiality and sensitivity*

When using social media, you must maintain the privacy of Oakwood Park Equestrian and all its' associates' including all other agistees' and riders' confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Oakwood Park Equestrian.

Remember, if you are online, you are on the record - much of the content posted online is public and searchable.

Within the scope of your authorisation by Oakwood Park Equestrian, it is perfectly acceptable to talk about Oakwood Park Equestrian and have a dialogue with the community, but it is not okay to publish confidential information of Oakwood Park Equestrian. Confidential information includes things such as details about client or horse circumstances, client disagreements or disputes, unreleased product information and unpublished details about e.g. our horses, horse husbandry and training practices, teaching and coaching practices, financial information and trade secrets.

When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### *Gaining permission when publishing a person's identifiable image*

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person or their horse.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the copyright holder of the image or video before posting.

### *Complying with applicable laws*

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### *Abiding by copyright laws*

It is critical that you comply with the laws governing copyright in relation to material owned by others and Oakwood Park Equestrian's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and should always attribute such work to the original author/source. Additionally, you should not post photos, videos, artwork or other media without consent and acknowledgement of the copyright holder. It is good practice to link to others' work rather than reproduce it.

### *Harassment, Discrimination, sexual harassment and bullying*

The public in general, and Oakwood Park Equestrian's employees and associates, reflect a diverse set of customs, values and points of view. When using social media, you are bound by Oakwood Park Equestrian's Values and Code of Conduct in all in-scope online content.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Be aware that "private messaging" is covered by this policy as well as more public posts and forum discussions. It is generally inappropriate to use social media "messaging" or email or text functions to attempt to deal with differences of opinion, complaints, disgruntlements or concerns between or about friends, colleagues and associates such as within our Oakwood Park Equestrian community. These can easily be considered bullying or harassing in nature, particularly if the messages play on emotions or relationships, and neither is acceptable in the Oakwood Park Equestrian community.

Concerns are best resolved through in-person discussions. Harassment through unwanted messages is not acceptable. Always consider the intent, tone, volume and timing of your messages. Also remember people are busy and have many competing priorities so conversing with you by message may well not be reciprocated and this is perfectly reasonable.

- Oakwood Park Equestrian is not the set of *Saddle Club*. Don't be a Veronica.

### *Avoiding controversial issues*

If you see misrepresentations made about Oakwood Park Equestrian or its associates in the media, please advise Gavin, Anthea or Danielle Starr at Oakwood Park Equestrian. When discussing controversial issues, always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Oakwood Park Equestrian's Values centre on integrity and harmony. As a member of the Oakwood Park Equestrian community, we believe it is important that your words and actions are designed to make people feel good. We ask that you bear this in mind in your online and other media contributions.

As leaders within the equestrian community, we understand the importance of engaging with current issues particularly around the welfare of the horse and our equestrian industries. So this policy does not mean you may not engage in reasonable, objective discussions on controversial subjects in the wider community. The key is constructive dialog through speaking in a positive light, making suggestions for change rather than criticism, seeking to understand alternate views, not pointing blame, and encouraging others positively without necessarily referencing your own opinion. If you can't respectfully respond – it's best you don't.

### *Dealing with mistakes*

If you make an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. Simply deleting a post and hoping the error or contention goes away is rarely effective – social media moves too fast and is a permanent record.

If someone accuses Oakwood Park Equestrian, or you in your capacity as an associate of Oakwood Park Equestrian, of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek advice from Oakwood Park Equestrian management.

### *Conscientious behaviour and awareness of the consequences*

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your place with Oakwood Park Equestrian at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

### *Branding and intellectual property of Oakwood Park Equestrian*

You must not use any of Oakwood Park Equestrian's intellectual property or imagery on your personal social media without prior approval from Oakwood Park Equestrian.

Oakwood Park Equestrian's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Oakwood Park Equestrian official social media sites or website or the personal social media pages of managers, employees or associates.

You must not create either an official or unofficial Oakwood Park Equestrian presence using the organisation's trademarks or name without prior approval from Oakwood Park Equestrian.

You must not imply that you are authorised to speak on behalf of Oakwood Park Equestrian unless you have been given official authorisation to do so by Oakwood Park Equestrian.

## Policy breaches

Breaches of this policy include but are not limited to:

- Using Oakwood Park Equestrian's brand and/or logo in any way without express permission.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous, dishonest, misleading or untrue.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content which, if said, would result in disciplinary action from Equestrian Australia.
- Posting or sharing any content in breach of Oakwood Park Equestrian's Values and Code of Conduct.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing into disrepute Oakwood Park Equestrian, its affiliates, sport, business, products, services, events, sponsors, owners, employees, clients, competitions, teams, participants or reputation.

In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

## Reporting a breach

If you notice inappropriate or unlawful content online relating to Oakwood Park Equestrian or any of its associates, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

All reports should be emailed to [oakwdpk@bigpond.net.au](mailto:oakwdpk@bigpond.net.au) as soon as practicable, or reported in person to Gavin, Anthea or Danielle Starr. You should detail the content that has caused the concern, and provide links and screenshots where feasible.

## Investigation

Alleged breaches of this social media policy may be investigated according to Oakwood Park Equestrian's contracts, Values and Code of Conduct; however, discretion on action or sanction remains entirely with Oakwood Park Equestrian management.

Where it is considered necessary, Oakwood Park Equestrian may report a breach of this social media policy to police.

## Disciplinary process, consequences

Depending on the circumstances breaches of this policy may be dealt with in accordance with Oakwood Park Equestrian's client contracts.

Breaches will be treated seriously. Action may range from discussing the concerns to agree outcomes, to instant expulsion and cessation of contracts, in accordance with the terms of the particular client contract. Oakwood Park Equestrian values harmony and integrity and will insist upon appropriate standards accordingly.

Related policies for Oakwood Park Equestrian:

- Contracts and Waivers
- Values
- Code of Conduct

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Advertising standards
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000
- Equal opportunity laws
- Contempt of Court
- Gaming laws