



# Social Media Policy \* Facebook\*

## Introduction

The Western Canadian Miniature Horse Club realizes that social media is a fun and rewarding platform, it can allow us to showcase our horses and events to family, friends, and other horse owners around the globe. However, using social media can present certain risks and carry certain responsibilities with it. We do not want to discourage you from using Social media in your personal life, however the use of social media can blur the lines between what is personal and what is club related as well as what should be public and what should be private. You will find that in certain circumstances you may represent the Western Canadian Miniature Horse Club when you are not on the board of directors or a committee. Please remember that other breeders, clubs officials, government agencies can potentially access what you have posted online.

## Application

This policy applies to all members of the Western Canadian Miniature Horse Club, board of directors, committee members and outside volunteers.

Where applicable laws are in place in the event of a discrepancy between this Policy and the Laws, you will be held accountable by applicable law.

## Definitions

**Social Media:** includes any websites and applications that enable users to communicate, create and share content or to participate in social networking. For example, but are not limited to, Facebook, LinkedIn, Instagram, Twitter, Yammer, Snapchat, blogs, and YouTube.

**Personal Use:** Is any communications on social media that is not directly related to the Western Canadian Miniature Horse Club Directly, during personal time or outside of show events etc.

**Official Use:** is any communications on social media by Western Canadian Miniature Horse Club, Executive and board members to be clarified further in this document

## Provisions

How you conduct yourself online, even in your personal use of social media, may inadvertently impact the Western Canadian Miniature Horse Club's reputation, culture, and business dealings, therefore the same guidelines found in the Western Canadian Miniature Horse Club's Policies and Procedures will guide your

activities online. The use of Social media must be in accordance with the Code of Ethics and Respect as outlined in the same policies and procedures and as such is subject to any applicable laws.

As a member of the executive, committee or club member you are a representative of the Western Canadian Miniature Club, and we ask that you respect others online as outlined in our Policies and procedures. You are solely responsible for what you post online. You may view your social media activities as private, but anything posted on social media can potentially become public information. Before posting or commenting consider if that post or comment will reflect you and the club in a professional manner and most importantly not be in violation of our policies and procedures, ask yourself would you make this comment in front of the club or the executive.

Unless you are authorized by the executive, never represent yourself as a spokesperson for the club. Our industry is such that you need to be clear and open about the fact your views do not represent those of the WCMHC. In these situations, it is best to use a disclaimer such as "The postings on this site are my own and do not represent the views of the WCMHC. You also may not use the WCMHC logo, names, or other intellectual property without permission.

Posting of confidential, sensitive or information regarding the club is strictly prohibited. You must avoid inadvertent disclosure of confidential information concerning the Western Canadian Miniature Horse Club. Confidential information includes any on - public information that might be of use to competitors or harmful to the club or its suppliers, including but not limited to finances, equipment, processes, plans or methods. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.

Posting of confidential information entrusted to you by the executive or committee members is strictly prohibited and at the executive's vote may be put on the members not in good standing list.

Examples of prohibited social media actives, include but are not limited to:

Hate Speech of any kind

Any content, posts or speech that violates our policies and procedures

Threats of violence or any threat to the executive, committee members or club members

Confidential or proprietary information

Illegal activities

Libelous statements or slander

Providing someone else's personally identifiable information (PII) without written consent from the individual

### **Violations of the policy**

All WCMHC members, and executives are responsible for conducting themselves in a manner consistent with this policy. A violation of this policy may result in being placed on the members not in good standing list, being asked to step down from any club committees, prohibition of showing and in extreme cases possible legal

action. If a person's activities on social media have a negative impact on the Western Canadian Miniature Horse Club's reputation or violates the policies and procedures, then the club may take more corrective action. This may include in extreme cases involving the law and being asked to remove the content that is in violation of this policy.

### **Reporting Violations of this policy**

If you have a good faith belief that you, or someone else has engaged in conduct that violates this policy, you are required to report it immediately to the President or Vice President of the club at their respective emails. [WCMHCpresident@gmail.com](mailto:WCMHCpresident@gmail.com) or [WCMHCvicepres@gmail.com](mailto:WCMHCvicepres@gmail.com)

This policy prohibits retaliation against anyone that is making a good faith report or assisting in making a good faith report and participating in an investigation. Should the club find that there is retaliation and there is cause that individual may be put on the Members Not in Good standing list

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