

Pony Club Association of Queensland Inc.



Pony Club House
Unit 11, 913-915 Ann Street
PO Box 2378
Fortitude Valley BC 4006

Phone: (07) 3216 1255
Fax: (07) 3216 0255
Email: admin@pcaq.asn.au
www.pcaq.asn.au

ABN: 49 040 247 044

Purpose

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and this also extends to organisations who are recognising that social media offers new opportunities to communicate with members.

The Pony Club Association of Queensland (PCAQ) sees social media as an important tool of corporate and business engagement. PCAQ's principles of Social Media Engagement are designed to protect the interests of the PCAQ Pony Club Management Committee, employees and the organisation.

The essential guiding principles are:

1. Ensure that you are fully aware who you are representing.
2. All references to PCAQ are correct, accurate and in line with the Confidentiality and Intellectual Property Policies of PCAQ.
3. Demonstrate respect for the individual and communities with which you interact at all times.

Application

Social Media Engagement is a policy of PCAQ and it applies to all PCAQ Management Committee, employees, volunteers, members and contractors and to any other person who is notified that this policy applies to them.

The policy applies to the business of PCAQ and not to personal use of social media where no reference is made to XYZ Pony Club or any of its business, members or associated activities.

If you require clarification about aspects of this policy and how it applies to your own circumstances, please discuss this with the President or Executive Officer.

Policy

PCAQ appreciates the value in using social media to build relationships with members and other relevant stakeholders.

If you are officially appointed to represent PCAQ in social media, or if you are discussing PCAQ or PCAQ issues in your personal use of social media platforms, you are required to follow this Policy.

Social media tools include:

- social networking sites e.g. Facebook, MySpace, Bebo, Friendster
- video and photo sharing websites e.g. Flickr, YouTube
- micro-blogging sites e.g. Twitter
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- online encyclopaedias such as Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools.

Pony Club Association of Queensland Inc.



Pony Club House
Unit 11, 913-915 Ann Street
PO Box 2378
Fortitude Valley BC 4006

Phone: (07) 3216 1255
Fax: (07) 3216 0255
Email: admin@pcaq.asn.au
www.pcaq.asn.au

ABN: 49 040 247 044

There are two ways that this policy will apply to you.

- **You are appointed** to represent PCAQ on social media platforms and are using a social media platform for business purposes. Further information is outlined below.
- **You choose** to make references to PCAQ, its people, products or services, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. Further information is outlined in below.

PCAQ's Social Media Engagement Policy does not apply to personal use of social media platforms where you make no reference to PCAQ related matters.

Social Media Engagement for Business Purposes

Representation

You are required to:

- Disclose that you are a PCAQ employee and be clear about which area you are representing and what your role and accountabilities are;
- Disclose only publicly available information. You must not comment on or disclose confidential PCAQ information (such as financial information, future business performance, business plans, imminent departure of key executives).
- Or, by arrangement with PCAQ President, provide new information as part of a planned media program

If you require clarification about what PCAQ information is in the public domain, you should refer to PCAQ management.

Responsibility

You are required to:

- Ensure that any content you publish is factually accurate and complies with relevant company policies, particularly those relating to confidentiality and disclosure (see References section below);
- Ensure that you have received the appropriate internal clearances and approvals in accordance with PCAQ's policy for releasing information in the public domain
- Only offer advice, support or comment on topics that fall within your area of responsibility at PCAQ. For other matters, seek advice from management alert, if the situation requires a real time response, let the other party know that the request has reached XYZ Pony Club for response;

Pony Club Association of Queensland Inc.



Pony Club House
Unit 11, 913-915 Ann Street
PO Box 2378
Fortitude Valley BC 4006

Phone: (07) 3216 1255
Fax: (07) 3216 0255
Email: admin@pcaq.asn.au
www.pcaq.asn.au

ABN: 49 040 247 044

- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity (including horses), including PCAQ , its members, employees, its contractors, its partners, its competitors and/or other business related individuals or organisations;
- Ensure you do not disclose other people's personal information in social media venues, and comply with the Privacy Policy

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of others' opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.
- Check with the PCAQ's President if you are not certain about what you can reproduce or disclose on social media platforms.

Personal Uses of Social Media Platforms

This Social Media Engagement policy is applied if you choose to make references to PCAQ , its people, members or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official PCAQ position.

Representation

You are required to:

- Identify yourself as a PCAQ employee if you refer to PCAQ , its people, members and services, its competitors and/or other business related individuals or organisations;
- Ensure you do not imply in any way that you are authorised to speak on PCAQ 's behalf;
- Ensure you do not knowingly use the identity of another XYZ Pony Club employee or an employee of a PCAQ partner or competitor (including name or variation of a name);
- Be mindful during your social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing PCAQ into disrepute;
- Disclose only publicly available information. You must not comment on or disclose confidential PCAQ information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what PCAQ information is in the public domain, you should consult management.
- Not include PCAQ 's logos or trademarks in your postings or any of our funding partners or other business associates.

Pony Club Association of Queensland Inc.



Pony Club House
Unit 11, 913-915 Ann Street
PO Box 2378
Fortitude Valley BC 4006

Phone: (07) 3216 1255
Fax: (07) 3216 0255
Email: admin@pcaq.asn.au
www.pcaq.asn.au

ABN: 49 040 247 044

Responsibility

You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:

- any information about PCAQ 's services that you provide is informed and factually accurate. If you wish to express your opinions please state they are your personal opinions. If you are offering your personal perspective on a matter related to PCAQ , be mindful that your commentary and opinion does not cause damage to PCAQ or its interests.

You are required to:

- Use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of PCAQ .

A disclaimer is required when you:

- Refer to the work done by PCAQ ;
- Comment on any PCAQ related issue; or
- Provide a link to the PCAQ website.
- Use a permanent disclaimer if you are referring regularly to PCAQ or PCAQ related issues. For irregular PCAQ references, a disclaimer need only be used on a case by case basis.
- An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of PCAQ ."
- Adhere to PCAQ 's Policy on Internet Use if you are using PCAQ provided services made available to you as an employee. In particular, limited personal use of PCAQ provided services (such as email, internet access and instant messaging) is allowed, however it must be within reasonable limits and not interfere with your work;
- Reference only publicly available information on www.sportsa.org.au
- Ensure you are not the first to make a PCAQ announcement;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about PCAQ , its employees, members, its contractors, its partners, its competitors and/or other business related individuals or organisations.

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of other opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Pony Club Association of Queensland Inc.



Pony Club House
Unit 11, 913-915 Ann Street
PO Box 2378
Fortitude Valley BC 4006

Phone: (07) 3216 1255
Fax: (07) 3216 0255
Email: admin@pcaq.asn.au
www.pcaq.asn.au

ABN: 49 040 247 044

Breach of Policy

As is the case with all of PCAQ 's policies and procedures, if you do not comply with this Policy you may face disciplinary action under PCAQ 's Performance Management process. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement with PCAQ

PCAQ may recover from you any costs incurred as a result of a breach of this Company Policy.
If you break the law you may also be personally liable.

Signature: _____

Date: ____/____/____

[President]

Enquiries
(Office of PCAQ)

Credits:
Adapted from Sport SA Media Policy 2011