

# BHPC Social Media Policy



## AIMS

BHPC intends to use Social Media to promote the club in a public sphere. It is a cost-effective way of marketing the club, highlighting our members' equestrian achievements and endorsing sponsors.

It will also be used for members to connect and message each other with information relating to the club, about musters, uniforms and horses for sale.

That BHPC promote the club across two platforms:

**Website:** to contain the bulk information needed for members (rules, muster information, regulations, BHPC handbook, BHPC by-laws and requirements for members). The website is a one-stop shop for any member of the public seeking information on the club. The website contains a list of current events, information about the club, facilities, instructors, information about what we do and all hire documents such as the arena and canteen. News posts on the website can be used to provide education to members while providing a marketing channel to potential new members via links to Facebook.

Contact information should also be available via e-mail forms sent to BHPC e-mail addresses. No direct phone numbers should be put on the website.

The website will need to be hosted and maintained throughout the year by a site administrator. Christine Killip is the site administrator. Other users should be added as authors to allow news posts and events to be updated efficiently. One person who is a Facebook administrator should also have access to the website.

**Facebook:** to be the main social media site with a small group of administrators. The Facebook site has two sections. The main page that is accessed by the public and a BHPC Group which is closed. The closed group will include only current or former members and their families, instructors, essentially people with direct ongoing links with the club. This will be used for in-house messages such as information about musters, uniforms for sale, horses for sale - content that non-members don't need to see. People seeking to join the group would need permission from the administrators (a committee member with access to the membership list should have the responsibility of approving new Facebook group members).

The public FB Page will be used as the main way to promote the club in a cost-effective way. It can include highlights of our members' success, with pictures such as the Anzac Day parade, doggy fun day, general muster activities or special events. It would be a way to thank and promote our sponsors and highlight the key days to which they have naming rights.

The public FB Page is accessible to anyone (even non Facebook users). Members joining the club will need to sign a declaration giving permission for their pictures to be used on social media.

Facebook works well with photos but not long documents, therefore the website will be the main vehicle for larger News posts, newsletters, forms and details for events. Facebook can be used to highlight a new post on the website with a link.

The Facebook administrators are Claire Power, Anne-Marie Wiltshire and Christine Killip. The administrators will be responsible for adding new content, approving new members to the BHPC group, approving request to share information and all activity on the FB site. They will monitor and remove posts which may bully, offend or bring Pony Club into disrepute and not conform to the Pony Club Code of Conduct.

Our Facebook Page needs to have administration rules.

The following will be posted on the BHPC Facebook site:

BHPC Facebook Group is open to current members and their families. It is to be used to inform members of events at the club, internal club information and discuss internal club events. It will be used as an alternative for internal club communication eg: potential trail rides, updates on musters or uniforms for sale etc. The main communication to members for all official events, documents, rosters or changes to regulations will be via email from the communications officer (Robyn Eastwell).

This group allows for all general discussion or topics of local pony club interest but please be mindful that opinions may differ.

With this in mind, please be courteous and respectful to members at all times: no swearing, trolling, baiting, hijacking threads with personal memes, no personal attacks or derogatory comments, insults, stereotyping, discrimination or threats please. No spelling or grammar police and not spamming please.

BHPC Facebook Page is open to anyone. This is a way of showcasing the skills and achievements of our club member and instructors. It can also be used as a way of promoting our sponsors and our club.

This group allows for promotion of activities to members and the general community, general discussion or topics of local pony club interest but please be mindful that opinions may differ. With this in mind, please be courteous and respectful to members at all times: no swearing, trolling, baiting, hijacking threads with personal memes, no personal attacks or derogatory comments, insults, stereotyping, discrimination or threats please. No spelling or grammar police and not spamming please.

Wise words from Pony Club Australia

What can I post on social media?

Social media is a fantastic way that we build and connect the Pony Club community. Every word and image that you post sends a message about Pony Club. Pony Club has social media policies at the national, state and club level. Inappropriate posts may result in disciplinary action under the PCA Member Protection Policy, which includes the Code of Conduct.

So what is inappropriate?

- Negative comments about or images of a fellow member (could be bullying or harassment).
- Posts that breach confidentiality.
- Criticisms of office holders (could be bullying or harassment) or their decisions. This includes posts on your personal Facebook page. If you have an issue – take it up directly with them.
- Posts that breach anti-discrimination laws.
- Posts that are not factually accurate.