



SOCIAL MEDIA POLICY

It is not uncommon for the attention of the ANZFHS to be drawn to posts on social media. Recently, the ANZFHS has been disappointed with some posts on social media concerning the ANZFHS and its members.

In particular, members are using social media to remark on ANZFHS events, including the conduct of other members of the ANZFHS and their horses. Used responsibly, social media can be a valuable tool for communicating to the Friesian horse community.

However, social media can also be used in ways that can cause great offence. For example, derogatory remarks about ANZFHS members and their horses, that are posted on social media networks can have a harmful impact on those involved, as well as reflect unfavourably on the Friesian horse industry in Australia.

Derogatory remarks can be insulting or disrespectful. They are usually based on an individual's view or judgement, but these can be formed about something not necessarily based on fact or knowledge. The result is often unflattering, unkind, or demeaning.

Members should be aware that the ANZFHS has a Professional Code of Ethics. This applies to the use of social media. The following is an extract from that Code:

"We, the members of the Australia and New Zealand Friesian Horse Society, in carrying out our role of providing service to the Friesian Horse industry, recognise the need to do so in a professional manner, and to deal with the public and our colleagues with the highest degree of integrity."

Members are asked to use social media for collegiate purposes - to keep in touch with friends and family - and not as a forum for derogatory remarks and opinions about another person or their horse.

All members should be aware that the ANZFHS Constitution and Rules states that a member can be suspended or expelled for Conduct Unbecoming of a Member (contravening the clause "member in good standing").