

# THE BRITISH SIMMENTAL CATTLE SOCIETY LIMITED

## SOCIAL MEDIA POLICY

### 1. ABOUT THIS POLICY

- 1.1 This Social Media Policy ("**Policy**") is in place to minimise the risks to our organisation, The British Simmental Cattle Society Limited (referred to as "**us**", "**we**" or "**our**"), through use of social media.
- 1.2 This Policy deals with the use of all forms of social media, including YouTube, Snapchat, WhatsApp, Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Instagram, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our organisation in any way.
- 1.3 This Policy is applicable to all individuals who register with us (referred to as "**Members**" or "**you**" (and the terms "**Membership**" and "**your**" will be construed accordingly)). This Policy forms part of the rules under which you are granted membership to our organisation and is incorporated into our Rule Book. We may amend this Policy from time to time.
- 1.4 We recognise that some Members will make use of social media in their own time, using their own equipment or may be given access to our systems or social media accounts. Whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all Members will take personal responsibility and conduct themselves in such a way as to avoid bringing us into disrepute or compromising our effectiveness.
- 1.5 This Policy only applies to The British Simmental Cattle Society Limited related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However, all Members are asked to respect our privacy, confidentiality and propriety and that of our staff and other Members.
- 1.6 All Members should be aware that any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability. All members must take account of this Policy before using social media.
- 1.7 Members should be aware that we take any breach of this Policy including, the posting at any time of offensive material, and the harassment, bullying or victimisation of our staff or Members via the internet and social networking sites very seriously.

### 2. RESPONSIBILITY FOR IMPLEMENTING THIS POLICY

- 2.1 Our Board of Directors have overall responsibility for the effective operation of this Policy, but has delegated day-to-day responsibility for its operation to our CEO.
- 2.2 Responsibility for monitoring and reviewing the operation of this Policy and making recommendations for change to minimise risks lies with our CEO who will review this Policy to ensure that it meets legal requirements and reflects best practice.

2.3 All Members are responsible for their compliance with this Policy and must take their time to carefully read through and understand the terms of this Policy before they publish any material which is related to us on any social media. Any misuse of social media should be reported to the CEO. Questions regarding the content or application of this Policy should be directed to the CEO.

### **3. COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS**

3.1 Members may use social media (whether using our business social media or Members' own social media) so long as it:

3.1.1 does not involve unprofessional or inappropriate content;

3.1.2 does not interfere with the Member's role and responsibilities as a Member; and

3.1.3 complies at all times with this Policy.

3.2 Members must not use social media in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, Members are prohibited from using social media to:

3.2.1 breach our Rule Book;

3.2.2 breach our IT and communications systems;

3.2.3 breach our obligations with respect to the rules of relevant regulatory bodies;

3.2.4 breach any obligations of confidentiality imposed by us or any third parties;

3.2.5 breach our disciplinary procedures;

3.2.6 harass, bully, defame or derogate other Members or third parties in any way;

3.2.7 unlawfully discriminate against other Members or third parties;

3.2.8 breach our data protection obligations (for example, never disclose personal data about other Members or third parties via any social media ); or

3.2.9 breach any other laws or regulatory requirements.

3.3 Members should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to us and create legal liability for both the author of the reference and us.

3.4 Members who breach this Policy (or any of the above related policies) may be subject to disciplinary action and / or removed from our Membership and its associated benefits and we reserve the right to bring any legal action or claims against any Members in contravention of this Policy.

#### **4. PROHIBITED USE**

- 4.1 You must avoid making any social media communications that could damage our business interests, reputation, our staff or our Members, even indirectly.
- 4.2 You must not use social media to defame or disparage, harass, bully or unlawfully discriminate, or to impersonate, make false or misleading statements in respect of us, our staff, other Members or any other third parties.
- 4.3 You must not express opinions on our behalf via social media or that otherwise could reasonably be perceived to have been made on our behalf, unless expressly authorised in writing to do so by us.
- 4.4 You must not post comments about sensitive topics related to our organisation, such as our performance, or do anything to jeopardise our trade secrets, confidential information and intellectual property.
- 4.5 You must not include our logos or any trademarks in any social media posting or in your profile on any social media.
- 4.6 Any misuse of social media should be reported to the CEO.

#### **5. BUSINESS USE OF SOCIAL MEDIA**

- 5.1 If, as part of your Membership, you are required to speak on our behalf in a social media environment, you must seek approval for such communication from the CEO, who may impose certain requirements and restrictions with regard to your activities.
- 5.2 Likewise, if you are contacted for comments about the organisation for publication anywhere, including in any social media outlet, direct the enquiry to the CEO and do not respond without written approval.
- 5.3 The use of social media for business purposes is subject to the remainder of this Policy.

#### **6. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA**

- 6.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal email address.
- 6.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.
- 6.3 If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent our views (unless you are authorised in writing to speak on our behalf as set out in paragraph 4.3). You should also ensure that your profile and any content you post are consistent with the professional image you seek to present as a Member of our organisation.

6.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with the CEO.

6.5 If you see any social media content that disparages or reflects poorly on us, is harmful, offensive, obscene or otherwise breaches this Policy, you must immediately contact the CEO.

## **7. MONITORING**

7.1 We reserve the right to monitor, intercept and review, without further notice, Members' activities using any of our IT resources, communications systems or social media accounts, including but not limited to social media postings and activities to the extent any such use may bring or actually brings us into disrepute or causes reputational harm.

## **8. BREACH OF THIS POLICY**

8.1 Breach of this Policy may result in disciplinary action up to and including termination of your Membership and / or legal proceedings against you. Any Member suspected of committing a breach of this Policy will be required to co-operate with our investigation.

8.2 You may be required to remove any social media content that we consider to constitute a breach of this Policy. Failure to comply with such a request may in itself result in disciplinary action, termination of your Membership and / or legal proceedings being brought against you.