

FELL PONY SOCIETY SOCIAL MEDIA POLICY

Introduction: The Fell Pony Society (FPS) operates a social media policy to govern the use of actions and conduct on social media. The policy covers profile pages and other resources maintained by members on networking sites.

This policy is to remind members that the Rules of FPS apply to members when using any form of social media. Failure to adhere to this policy could lead to disciplinary action being taken against a member.

Purpose: The purpose of this policy is to provide clear guidelines for the use of social media by employees, volunteers, members, and contractors for FPS.

Scope: This policy applies to all social media platforms and accounts used by FPS, employees, volunteer, members and contractors; including but not limited to Facebook, Twitter and LinkedIn, as well as blogs, forums, message boards, review sites and online polls. Our social media accounts will be monitored regularly to ensure compliance with this policy.

Guidelines:

- FPS may from time to time carry out internet searches to identify postings which include references to The Fell Pony Society and its members.
- FPS produced images are the subject of copyright and should not be copied or used in social media .
- All content shared on any social media platforms should align with our purpose and values. You must not post or transmit any material which could damage the name or reputation of FPS, its members or former members, or which is derogatory to the character of or prejudicial to the interests of FPS,
- You must not post or transmit any material relating to FPS, members, former members, employees, volunteers or contractors or their horses or ponies, which could otherwise be associated with or which may reasonably be attributed as coming from FPS which constitutes or encourages conduct that would be in breach of The Fell Pony Society Rules, or constitutes a criminal offence, or which could give rise to civil liability, or otherwise be contrary to the laws of, or infringe the rights of any third party in, the UK or any other country in the world. Individuals posting on behalf of FPS should ensure that their personal views are kept separate from official FPS statements.
- Posts should be accurate, truthful and respectful of all individuals and groups.
- Confidential or personal information about members, competitors, and all stakeholders should not be shared on social media.
- Members, volunteers, and all stakeholders should disclose their affiliation with FPS if posting about our charity or related topics.
- All social media accounts used by FPS should be registered in the name of FPS and managed by authorised personnel.
- there should be at least two responsible adults with administrator permissions who are able to oversee messages and comments.

- All social media interactions with users should be professional and courteous, and any negative or inappropriate comments must be addressed in a timely and appropriate manner. Social media should not be used for solicitation or fundraising without prior approval from FPS.
- In summary, posts on social media must not:
 - compromise FPS or its members, disclose confidential data or disclose sensitive data
 - must not damage our reputation or brand
 - must not breach copyright or data protection
 - contain libel or defamatory content
 - must not engage in bullying or harassment
 - be of illegal, sexual or offensive content
 - interfere with your work commitments
 - use our name to promote products or political opinions.

Conduct: Online bullying is strictly prohibited on our social media platforms. This includes any behaviour that is intended to harass, intimidate, or humiliate others. All users are expected to treat each other with respect and dignity, regardless of their personal beliefs, opinions, or backgrounds. Individuals who witness online bullying are encouraged to report it immediately to FPS. Our social media platforms will not tolerate any hate speech, discrimination, or other offensive content.

Consequences of Violation: Failure to comply with this policy may result in disciplinary action, including but not limited to loss of membership, termination of employment or volunteer status, loss of access to social media accounts, and legal action.

Any breach of this policy may constitute a breach of The Fell Pony Society Rules and could also lead to civil and/or criminal proceedings being brought against you.

FPS will fully co-operate with any law enforcement authorities or court order requesting or directing The Fell Pony Society to disclose the identity or locate anyone posting any material in breach of this policy. If we are requested by the police or any other regulatory or government authority investigating suspected illegal activities to provide your personal information, The Fell Pony Society is entitled to do so.

Note: This policy is not meant to be exhaustive and may be updated or revised as needed

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