

Riding for the Disabled Association of Qld Inc	RDAQ Social Media Policy
Policy Number	Policy 12
Date Created <i>here 27/11/2015</i>	Date reviewed
Related Policies	Put the number/s of any of related Policies here

Policy

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

If you are officially appointed to represent RDAQ in social media, or if you are discussing RDAQ or RDAQ 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, Instagram
- 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.

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

- You are appointed to represent RDAQ 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 RDAQ , 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.

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

Social Media Engagement for Business Purposes

Representation

You are required to:

- Disclose that you are a RDAQ 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 RDAQ

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information (such as financial information, future business performance, business plans, imminent departure of key executives).

- Or, by arrangement with RDAQ President, provide new information as part of a planned media program If you require clarification about what RDAQ information is in the public domain, you should refer to RDAQ 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
- Ensure that you have received the appropriate internal clearances and approvals in accordance with RDAQ '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 RDAQ.

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 Riding for Disabled for response;

Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity (including horses), including RDAQ , 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
- 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 RDAQ'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 RDAQ , 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 RDAQ position.

Representation

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You are required to:

- Identify yourself as a RDAQ employee if you refer to RDAQ, 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 RDAQ's behalf;
- Ensure you do not knowingly use the identity of another XYZ Pony Club employee or an employee of a RDAQ 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 RDAQ into disrepute;
- Disclose only publicly available information. You must not comment on or disclose confidential RDAQ information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what RDAQ information is in the public domain, you should consult management.
- Not include RDAQ's logos or trademarks in your postings or any of our funding partners or other business associates.

Breach of Policy

As is the case with all of RDAQ's policies and procedures, if you do not comply with this Policy you may face disciplinary action under RDAQ'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 RDAQ.

RDAQ 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.