

## The Icelandic Horse Society of Great Britain

### Social Media Policy

Social media represents a vast online community to share information, promote products and services, and exchange opinions and experiences. The IHSGB recognizes the limits and risks of social media, and how it can affect our core values.

The purpose of this social media policy is to outline the social media guidelines of IHSGB, and to define the rules that apply to both corporate and personal social media use as it affects the IHSGB.

The IHSGB defines social media as any form of your own or someone else's blog, journal, personal network site, and/or chat room.

This social media policy applies to all members of the IHSGB, Board or groups.

The IHSGB recognizes that we cannot prevent individuals posting personal opinions and content on private accounts, but it is expected that persons involved directly with the work of the IHSGB will uphold the highest level of respect and adhere to our anti-discriminatory policies.

#### *Code of conduct for IHSGB accounts on social media:*

- We respect each other's rights – anything that is discriminatory is not acceptable.
- The IHSGB always stays neutral and positive and does not interfere with disputes or discussions.
- The IHSGB shares information that is of interest to all members.
- The IHSGB does not comment on posts/messages/website information, only shares information.
- Posts must never be directed against the IHSGB, IHSGB values or against individual IHSGB officials or members.
- Personal opinions are not relevant and shall not be published.
- IHSGB accounts do not serve as a channel for advertisements of any kind (selling horse, equipment, holidays, services, etc).
- As regards published photographs, care should be taken that (ideally) riders are shown to wear helmets, use non-controversial equipment, and that the image sends a positive message about the Icelandic horse.

#### *Code of conduct for individuals, as relates to IHSGB activities:*

Persons in an official position of the IHSGB (including group members) must aim to be neutral in their use of social media as relates to IHSGB activities (also on their own FB, Twitter accounts etc.).

As part of the responsibilities as a member of the IHSGB, the board or a group or those holding a FEIF license (Trainers) or IHSGB Judges;

- will represent the IHSGBs work and values to the community, and act as a spokesperson.
- will interpret the needs and values of our members and speak out for their interests.

*Conditions for operating IHSGB media:*

- New channels, e.g. Facebook, can only be started when confirmed by the Board of IHSGB
- At all times, IHSGB will have full access (username and password) to all platforms
- When an appointed volunteer gives up their role pertaining to any social media, the complete channel (access and content) must be handed back to the IHSGB.