

# Canadian Morgan Horse Association

## Social Media Policy

### *Responsibility*

This social media policy is designed to encourage the appropriate and effective use of social media platforms, as well as provide guidelines for staff and members to exercise personal responsibility when using social media.

There is a great responsibility for those individuals who identify an affiliation with the CMHA and/or discuss CMHA related matters, to demonstrate behaviour that is consistent with the CMHA values and policies.

### *Scope of Policy*

This policy covers all members of the CMHA. It also covers all individuals working or volunteering within the CMHA at all levels.

### *Consequences*

Failure to comply with the CMHA Social Media Policy may result in the requirement to remove posts, comments, participation in CMHA online groups or other social media publications that are deemed in breach of this policy. Additionally, members may be subject to suspension of membership and/or CMHA activities, or other disciplinary proceedings as determined by the Board.

### *Appropriate Use of Social Media*

The CMHA engages with social media on a professional level. If any CMHA members/staff use social media channels they are asked to follow this policy and any other guidelines which are in place to ensure effective and appropriate usage. When using social media:

- Engage with others on social media platforms on a regular basis where appropriate
- Use appropriate language
- Use caution when making a decision to post information online.
- Ensure that your profile and any content you post are consistent with the professional image you present in respect of your association with the CMHA
- Make it clear in postings that you are speaking on your own behalf. If you disclose your affiliation with the CMHA, you must state that your views do not represent those of the CMHA.

Do not:

- Upload content deemed spam, disruptive, threatening, abusive, harassing, obscene, libellous or an invasion of another's privacy – this includes text, audio, gifs, photographs or videos
- Use the CMHA's name or shared post in a derogatory manner or disparage the CMHA or other members
- Upload content deemed confidential by the CMHA. If you are unsure, please contact the CMHA office
- Use CMHA logos, brands, slogans or other trademarks without the CMHA's prior written consent
- Use inappropriate/irrelevant hashtags
- Post negative/irrelevant personal messages through the CMHA's pages on any social media platform
- Breach Data Protection requirements (for example, never disclose personal information about another member online)
- Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements)

The CMHA does not discourage staff, volunteers or members from engaging with social media platforms for personal use. However, guidelines are in place to ensure that you are using them appropriately and are not jeopardizing the organization with inappropriate online behaviour.

If you are aware of negative comments posted on any of our pages, please report it to the CMHA office directly.