



## Caithness Riding Club - Social Media Policy

Caithness Riding Club Social Media policy applies to the use of all social media including, but not limited to Facebook, Twitter, blogs, You Tube and websites.

Please be mindful when posting articles, comments or feedback in order to protect the privacy of the riding club members/competitors and prevent allegations against them.

- Posts must not be in any way detrimental to Caithness Riding Club, BRC or BHS or call into question its reputation
- Photos, video clips and comments uploaded to the internet may remain there permanently even if you delete them. They may also be viewed by people that you may not think will see them. Make sure they are appropriate for everyone to view and adhere to BHS/BRC policy (available online at [www.bhs.org.uk](http://www.bhs.org.uk)). This applies even when your profile is set to private or friends only. A good rule of thumb is that if you know it could be damaging to you for text to be quoted or a picture to be used in a newspaper - don't post it online
- Do not post photos of other people or their horses without permission
- If you communicate with competitors or those attending other events/ lessons etc. under the age of 18, make sure you have permission to do so from parents/carers. Always copy another committee member into the message/communication.
- Make sure your personal network profile is set to private or for friends only
- Make sure that the Facebook page is monitored and do not allow comments, posts or photos to be uploaded that may be hurtful to others
- Caithness Riding Club Committee Members have the right to approve/deny/edit/remove any post that they feel is detrimental to Caithness Riding Club, BRC, BHS and any Instructor/Judge/Volunteer or such other person as identified by said Committee Member without justification to the author.

### BRC Rulebook Section G15.3 Social Media

Whilst BRC acknowledges that social media can be an ideal way to communicate with both members and the wider equestrian community, any defamatory comments relating to members, officials, volunteers and staff or BRC or the BHS will not be tolerated. An online post is libellous if it is damaging to a person's reputation. Re posting or re tweeting can be seen as an endorsement of the original comment.

Therefore when using the internet and all social media members and clubs must not: /...

Document Author	Caithness Riding Club
Document Created	October 2017
Document Review Date	October 2018

- Post any threatening, derogatory, obscene, indecent, seditious, offensive, pornographic, abusive, disparaging, racist, discriminatory, menacing, inflammatory, blasphemous, or defamatory statements or material, including, but not limited to, statements or material concerning BRC, its members or former members, its sponsors, affiliates and stakeholders;
- Make any statements that could directly or indirectly damage BRC's name;
- Use BRC logos, brand names, slogans or other trademarks, or post any of its confidential or proprietary information without BRC's prior written permission.

Failure to comply with the provisions of this rule may result in disciplinary action under these rules and/or civil proceedings. BRC may also require posts to be removed, where comments or any other submissions may constitute a breach of this rule.

BRC reserves the right to monitor, intercept and review social media postings and activities to ensure that its rules are being complied with, and for its legitimate business purposes.

BRC will comply with any law, or request by any governmental or other regulatory authority, or order by a court or other authority of competent jurisdiction, requiring BRC to disclose the identity or location of any member posting any material in breach of this Rule. BRC may share a member's personal information with the police or any other governmental authority if it is asked to do so in connection with the investigation of suspected illegal activities.

BRC clubs and members may be subject to disciplinary action if found to be in breach of this Policy.

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