



SOCIAL MEDIA POLICY

A guide for Members on using social media to promote the work of Wales & Border Harness Racing Ltd

This policy will be reviewed on an ongoing basis, at least once a year. Wales and Border Harness Racing Ltd will amend this policy, following consultation, where appropriate.

Date of last review: APRIL 2020

Contents

Contents	1
Introduction	2
What is social media?.....	2
Why do we use social media?.....	2
Why do we need a social media policy?.....	2
Setting out the social media policy	2 & 3
Point of contact for social media	3
Which social media channels do we use?.....	3
Guidelines	3
Using Mid Wales Harness Racing Ltd.'s social media channels - appropriate conduct	3 & 4
Use of personal social media accounts — appropriate conduct.....	4 & 5
Further guidelines	5
Libel	5 & 6
Copyright law	6
Confidentiality	6
Discrimination and harassment.....	6
Protection and intervention	6
Under 18s and vulnerable people.....	7
Responsibilities and breach of policy	7



Further Guidelines

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Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communication for Wales & Border Harness Racing Ltd.'s work. It is important to participate in social media to participate in relevant conversations and raise the profile of Wales & Border Harness Racing Ltd.'s work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to Wales & Border Harness Racing Ltd work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all Wales & Border Harness Racing Ltd members.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Wales & Border Harness Racing Ltd, and the use of social media by members in both a professional and personal capacity. It sets out what you



need to be aware of when interacting in these spaces and is designed to help staff support and expand our official social media channels, while protecting the Wales & Borders Harness Racing Ltd and its reputation and preventing any legal issues.

Point of contact for social media

Our Chairperson, Vice Chairperson and Secretary are responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to them.

Which social media channels do we use?

Wales & Border Harness Racing Ltd uses the following social media channel. Wales & Border Harness Racing Ltd use their Facebook account to share news with supporters, horse owners, and to encourage people to become involved in harness racing.

Guidelines

Using Mid Wales Harness Racing Ltd.'s social media channels — appropriate conduct

Our Chairperson, Vice Chairperson and Secretary are responsible for setting up and managing of Wales & Border Harness Racing Ltd.'s social media channels. These can be used by any member or any of the public, however they have the right to remove any posts.

WHEN POSTING ON SOCIAL MEDIA:

Take care with the presentation of content and check the quality of images.

Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

If using posts or photos that clearly identify a child or young person all posts must ensure they have the consent of a parent or guardian before using them on social media.



Always check facts.

Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

It is vital that Wales & Border Harness Racing Ltd.'s does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

Members should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

Members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Wales & Border Harness Racing Ltd.'s. This could confuse messaging and brand awareness. By having official social media accounts in place, the Wales & Border Harness Racing Ltd.'s can ensure consistency of the brand and focus on building a strong following.

Wales & Border Harness Racing Ltd.'s is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties.

If a complaint is made on Wales & Border Harness Racing Ltd.'s social media channels, this will be removed and dealt with under the complaint's procedure, where appropriate, for Wales & Border Harness Racing Ltd.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Wales & Border Harness Racing Ltd.'s



members are expected to behave appropriately, and in ways that are consistent with Wales & Border Harness Racing Ltd.'s values and policies, both online and in real life.

Be aware that any information you make public could affect how people perceive Wales & Border Harness Racing Ltd. You must make it clear when you are speaking for yourself and not on behalf of Wales & Border Harness Racing Ltd.

Use common sense and good judgement. Be aware of your association with Wales & Border Harness Racing Ltd and ensure your profile and related content is consistent with how you wish to present yourself to the general public

Wales & Border Harness Racing Ltd is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties.

Never use Wales & Border Harness Racing Ltd.'s logos or trademarks unless approved to do so. Permission to use logos should be requested from Wales & Border Harness Racing Ltd.

Always protect yourself and Wales & Border Harness Racing Ltd. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.

Think about your reputation as well as Wales & Border Harness Racing Ltd. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part



of their job or in a personal capacity, they should not bring [Wales & Border Harness Racing Ltd.'s] into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that members make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Wales & Border Harness Racing Ltd is not ready to disclose yet.

Discrimination and harassment

Members should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official of Wales & Border Harness Racing Ltd social media channel or a personal account.

For example:

Making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief.

Using social media to bully another individual.

Posting images that are discriminatory or offensive or links to such content.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook.



Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, staff should ensure the online relationship with Wales & Border Harness Racing Ltd follows the same rules as the offline 'real-life' relationship. Members should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary. Members should also ensure that the site itself is suitable for the young person and Wales & Border Harness Racing Ltd content and other content is appropriate for them.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Wales & Border Harness Racing Ltd is not a right but an opportunity, so it must be treated seriously and with respect.

Chair of Wales and Border Harness Racing Ltd.

Sign:

Date: 01.04.2020