



GOULBURN VALLEY REINING HORSE ASSOCIATION INC. MEDIA / SOCIAL MEDIA POLICY

Definitions :

Media – the main means of mass communication (broadcasting (television and radio), publishing (newspapers & magazines) and the internet

Social Media – websites and applications that enable users to create and share content or to participate in social networking

For the purposes of the policy both formats will be noted a 'media' unless the content of the policy relates specifically to one form or the other.

Introduction :

Media gives individuals, groups, organisations and businesses the opportunity to instantly share information via publishing, broadcasting and online communities. Blogs, forums, social networking and video sharing sites are the most popular types of social media sites; however any forum which allows a user to upload and share information is considered part of the social media space. It is also important to note that information is not necessarily written and could take the form of image or video.

GVRHA supports the use of media as a timely and effective method of communications. In addition to engaging with members of the equestrian community, media can help the organization reach members of the broader public and traditional media.

Whilst media provides greater opportunity to raise equestrian and specifically reining's profile and reach new audiences, it also has the potential to harm the reputation of the sport, its competitors, trainers, members and stakeholders. It is crucial therefore that all GVRHA members are aware of the implications of using media.

The purpose of this document is to provide members of GVRHA with guiding principles for using media and the GVRHA logo. GVRHA encourages anyone bound by this policy to use media within the parameters outlined in this policy.

GVRHA Logo and Use of Name for Media :

All members of GVRHA benefit when its name and / or logo are used well, and suffer when it is not. Attaching the GVRHA name or logo to an event, project or publication implies a close connection with the Association, usually sponsorship or endorsement.

Involvement by members is not by itself a sufficient basis to use the logo or title an activity "Goulburn Valley Reining Horse Association". Rather the activity must be one for which the association takes responsibility. In some situations, the association can be held legally liable.

The GVRHA logo is the most visible and recognizable expression of Goulburn Valley Reining Horse Association. We understand and appreciate that other parties may want to show affiliation or endorsement, however the use of the logo or name is strictly prohibited without express written permission from GVRHA Management Committee.

Policy Application :

This policy applies to all members of GVRHA, officers, volunteers, judges, parents, carers or participating members and associated interested persons who have some form of duty of care on behalf of GVRHA.

All forms of media activity are covered under this policy.

Guiding Principles :

Persons bound by this policy should be mindful that information shared on media appears in public so careful consideration should be given to content before it is released or posted. Never forget that information shared could have implications for the sport and those associated with it.

Information shared via media can be difficult to retract. A representative may be able to remove his/her comments however the very nature of social media encourages a person to share information which makes it difficult to know where the information they post will finish up. Persons bound by this policy should assume that all posts and information they share via social media can be traced back to them.

Adhering to these guidelines will ensure the reputation of the sport of reining, GVRHA, members, competitors, officials, volunteers and stakeholders is protected. Persons bound by this policy should ensure that comments made on media abide by GVRHA's Code of Conduct specifically in regard to;

- Respect the rights, dignity and worth of others
- Refrain from any form of harassment
- Refrain from any behaviour that may bring the sport of reining, GVRHA or NRHA into disrepute
- Comments which are contrary to the spirit and integrity of the sport will not be tolerated
- Persons bound by this policy who share information online should consider themselves a spokesperson for the association and must never reveal confidential or sensitive information that could jeopardise GVRHA's relationships with its stakeholders

Please note : competitors, trainers, officials and other representatives that are selected on other teams and participate in major events should adhere to the guidelines imposed by the governing bodies of those organisations.

Breach :

If a person bound by this policy fails to follow these guidelines GVRHA has the right to issue this individual with a take-down or retraction notice. An individual who is found to not comply with a take-down or retraction notice will face disciplinary action.

Repeated breaches of this policy could lead to further disciplinary action and GVRHA has the right to administer sanctions and take legal action.

Reporting a Breach :

Individuals who wish to report an alleged breach of the Policy should follow the disciplinary procedure outlined in the NRHA Handbook. In addition the complaint should be made in writing and include evidence of the alleged breach.

Legislation :

As with any form of public communication, online communication can also be subject to legislation. Persons bound by this policy should be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments could lead to prosecution.

Amendments / Interpretation :

These guidelines may be amended by GVRHA as it deems appropriate. The GVRHA Management Committee will be the ultimate authority with respect to the interpretation and implementation of these guidelines.