

NZMHA Social Media Policy

Introduction:

The expansion of the use of Social Media has necessitated the creation of a Social Media Policy to make sure that Council and General Members alike are aware of the expectations placed upon them with regards to confidentiality of information, protection of personal information and respect for individuals. All NZMHA Members are personally responsible for any content they publish through any social media tool. Recent legislation has demonstrated that individuals can be held accountable for the results of any personal posts they may make.

New Zealand Miniature Horse Association (NZMHA) members have a duty of care to protect the reputation and well-being of the Association. NZMHA Council Members are expected to hold themselves to a high standard of integrity and confidentiality when dealing with matters concerning the Association. Council Members and Members alike are expected to avoid any public comment or criticism of NZMHA policy, that may bring NZMHA into disrepute, and must follow the guidelines set out in the NZMHA Constitution, taking care to be respectful of council members and NZMHA members at all times.

Generally, Council members have the same rights of free speech and independence in the conduct of their private affairs as other members of the public, however, as public figures, Council members have a duty not to compromise NZMHA through public criticism of, or comment on, NZMHA matters under discussion.

Social Media Rules of Conduct:

All NZMHA members are required to sign up to the terms of this Social Media Policy and are asked to agree to:

- Honour the privacy rights of current members, by seeking permission before writing about or displaying any photo that might cause them embarrassment or be a breach of their privacy and confidentiality.
- Respect their audience and not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in any workplace.
- Not engage in the personal attack of any individual Council or general member and to avoid passing on information regardless of personal thoughts or feelings about that Member.
- Maintain confidentiality of data and not disclose or use information that is confidential or copyright to NZMHA, or distribute organisational material or information unless specifically authorised.
- Give proper credit for other's work and make sure they have the right to issue something with attribution before it is published.
- Remember that readers of social media include members, the media, current/past/future council members and their friends and family, along with potential sponsors.

In addition to the above, Council Members agree to:

- Honour the privacy rights of current Council members, by seeking permission before writing about or displaying internal Council happenings that might be considered a breach of their privacy and confidentiality.

- Refuse public comment on any Council matter, except to correct factual information if they are a Subject Matter Expert (SME) and are authorised to do so by the President or, if the matter is sensitive, by a majority agreement of Council.
- Avoid engaging in personal attacks of any individual Council or general Member or pass on information regardless of personal thoughts or feelings about that Member.
- Breach copyright laws when publishing content or publish commentary, content, or images that are defamatory, pornographic, breach copyright, or personal privacy rights, harassing, libellous, or that can create a hostile work environment within Council or bring into disrepute or cause financial loss as a result of their actions, including loss of sponsorship.

Failure to Comply:

Failure to adhere to the Social Media Policy will result in members being disciplined by Council and, if they are a Council Member, may result in their being asked to stand down.