CART HORSE PROTECTION ASSOCIATION

SOCIAL MEDIA POLICY

Created :	May 2024
Last Revised :	
Review Date :	May 2026

SOCIAL MEDIA POLICY

1. Introduction

1.1 It is a prominent fact that the phenomenal growth in digital technology and the rise of social media platforms over the past few years has revolutionised the way in which people communicate and share information. The use of social networking sites via the internet is being utilised by millions around the world on a daily basis.

1.2 The use of social networking sites has given users access and powers to publish information that is accessible to the public. It has become more and more evident that employees publish information on the networking sites that cause potential reputational harm to companies. It is thus that the company sees the importance of regulating the use of social networking sites including the use thereof for personal use.

2. Purpose

2.1 The purpose of this policy is the following:

2.1.1 To regulate the use of social networking sites by employees;
2.1.2 To inform employees of the rules and procedures related to the use of social networking sites during and after working hours;
2.1.3 To make employees aware of the do's and don'ts in the use of social networking sites;
2.1.4 To clearly define social networking and what it entails.

3. Application

3.1 This policy applies to all employees (permanent and casual) employed by the Cart Horse Protection Association (CHPA).

4. Definitions

4.1 ***"Social Networking"*** means the act of interacting and networking with others in a social online environment via the use of online technology tools. These tools enable people to communicate easily to share information and resources. Popular social networking websites include, but are not limited to, My Space, Facebook, LinkedIn and Twitter.

5. Company philosophy

5.1 Although social networking has developed to such an extent that millions of companies make use of social networking for business related purposes, it is this company's overall attitude that social networking should remain a strictly personal activity.

6. Use of social networking sites during business hours

6.1 Employees are strictly prohibited from making use of any personal social networking site during business hours.

6.2 Employees are further prohibited from making use of the company's electronic devices to access and use any personal social networking site. Company property may only be used for business related purposes.

7. Rules applicable for personal use of social networking

7.1 It is the company's prerogative to implement certain protocols that employees must comply with when making use of social networking, regardless of the purpose thereof.

7.1.1 Identifying oneself as an employee of the company

7.1.1.1 Most social networking sites allow users to publish in the user's profile, his/her work experience, job title, the employer's name, etc. By posting the company's name as the employee's employer, the employee becomes, to some extent, a representative of the company and thus, everything that the employee posts has the potential to reflect on the company and its image.

7.1.1.2 Those employees who choose to post details of the company on any social networking site have the responsibility of representing the company in a professional manner. These employees should further ensure that every personal blog and/or post should include a disclaimer that makes it clear that the opinions expressed are solely those of the author and do not represent the views of the company.

7.1.2 Referring to clients, customers, partners, fellow employees, suppliers and the company

7.1.2.1 The company's relationships with its clients, customers, partners, employees and suppliers are valuable assets that can be damaged through a thoughtless comment. Even a positive reference could be picked up by a competitor and used to the company's disadvantage.

7.1.2.2 It is the company's protocol that no employee is allowed to refer to any client, customer, partner, employee, supplier or the like without obtaining express permission from management to do so.

7.1.2.3 Employees are further prohibited from posting anything that could be construed as hate speech, racist or discriminatory language or anything else that is untrue and incorrect. Employees are asked to use their common sense to determine for themselves what is acceptable and what is not. Anything posted that may cause harm to any client, customer, partner, employee, supplier or the like is prohibited.

7.1.3 Confidentiality

7.1.3.1 Employees are prohibited from posting any type of information deemed to be confidential on any social networking site.

7.1.3.2 This includes the following, but is not limited to: the company's trade secrets, confidential documentation, technical data, drawings, system, methods, software, processes, client lists, programs, marketing and or financial information representing a substantial monetary value to the company.

7.1.3.3 The employee shall adhere to the above obligation not to disclose any confidential information on any social networking site, regardless of the purpose and reason thereof.

7.1.4 Terms and conditions of social networking services

7.1.4.1 Employees making use of social networking sites are responsible and hereby obliged to read, know and comply with the different terms and conditions of that specific social networking site being utilised.

7.1.5 Copyright

7.1.5.1 Employees must refrain from non-compliance with any relevant law regarding copyright. Posting any information protected by copyright or the posting of someone else's work without the required permission is not allowed.

7.1.5.2 The company will not allow any type of defamation of character. Again, employees are responsible to use their common sense and to think before posting anything on a social networking site. "If an employee does not have something good to say, do not say anything at all."

7.1.6 Other

7.1.6.1 No employee is allowed to post any information, whether true or false, on any social networking site that may cause potential reputational harm to the company.

7.1.6.2 Employees further have the following responsibilities when making use of social networking:

- Be accurate, fair and transparent;
- Be respectful at all times;
- Be cordial and honest;
- Know who the potential audience is;
- Acknowledge if a mistake is made through your comments or responses and respond to it immediately;
- Think and use your common sense before posting anything on any social networking site.

NOTE: No employee is permitted or authorised to make comments or contributions on behalf of the company, unless authorised to do so.

7.1.7 Invasion of privacy

7.1.7.1 Employees are hereby informed that social networking falls in the public domain and therefore the company, wherever possible, does have access to certain information posted by an employee on a social networking site.

8. Disciplinary action

8.1 Employees who do not abide by the above rules will be subject to disciplinary action, which could lead to the termination of the employee's services once due process has been followed.

It is the employee's responsibility to contact management should he / she have any queries.