



**AUSTRALIAN HIGHLAND CATTLE SOCIETY INC.**

Reg. No. A21191U ABN 46 934 590 042 ARBN 638 624 601

Members' liability is limited

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## **SOCIAL MEDIA POLICY**

### **PURPOSE**

To ensure that all members and associates of the AHCS understand the purpose of the AHCS social media platforms and to be advised on the AHCS rules on the appropriate use of its social media and the consequences of inappropriate use.

### **POLICY**

The AHCS Council is committed to keeping everyone associated with the AHCS informed about AHCS matters and to provide up-to-date details of forthcoming events, shows, breed information etc. To achieve this the AHCS has approved and sanctioned one public [Facebook page](#) and [Facebook Discussion Group](#). The Discussion Group is to be used for the purpose of information, for members to post results of shows or events they have attended, to share details of events they are hosting, and as a platform for discussion on matters related to Highland cattle.

All other highland Facebook pages and such, in Australia are privately managed and fall outside the guidelines of this policy and are not monitored or sanctioned by the AHCS.

The AHCS will:

- keep its Facebook page current and informative as a service to members and interested people.
- use social media platforms to present members with sponsor information and special deals.
- seek to prevent and report any inappropriate use of social media platforms.
- monitor and analyse social media platforms for the level of community engagement to content.
- have the right to block access to any person (member or general public) who misuses the page.

### **AHCS DETAILS OF INAPPROPRIATE USE OF TECHNOLOGIES**

- Posting inappropriate comments or images that are not your own on the AHCS page is not allowed.
- Creating or exchanging messages that are offensive, harassing, obscene or threatening are considered a misuse of the page and is treated as a serious breach of this policy. It will result in an instant block from the page and may result in AHCS disciplinary measures.
- Exchange of any confidential or sensitive information relating to individuals, other Highland Breed Societies, other community stakeholders is inappropriate.
- Exchanging information in violation of copyright laws is inappropriate.

### **AHCS COMPLAINTS PROCEDURE**

- Any person identified to be misusing, or inappropriately using the social media platforms will be blocked from the site, reported to the Council and dependent on the severity of the offence, may receive disciplinary action. **Note that there is zero tolerance for any comments, images etc which are deemed to be offensive, threatening, obscene, or discriminatory.**
- Any concern about social media content may be advised by email to AHCS.
- The AHCS Council reserves the right to close down social media pages without notice if members do not adhere to the rules of use.

**Our mission at Australian Highland Cattle Society is**

*to preserve heritage, protect integrity and advance Highland Cattle in Australia  
through herd registration, education, promotion and fellowship*