

Longhorn Cattle Society Social Media Policy and Guidance

Introduction

As technology develops, the internet and its range of services can be accessed through various devices very easily. Social networking and internet blogs can offer great opportunities for the Longhorn Cattle Society to communicate and engage with its audience and members, and for members to communicate with each other and the wider community.

The Longhorn Cattle Society has a responsibility to promote the safe and responsible use of social networking and to raise awareness for everyone involved with the Society of the potential risks and to promote best practice.

Promotion on social media by the Society and its members is a two way street; the Society will promote and publicise activities by its members that relate to their Longhorn Cattle or associated activities and it is hoped that members will positively promote the Society and its activities and events.

Participants should be aware that comments which bring the Society into disrepute, or are threatening, abusive, indecent or insulting, may lead to disciplinary action by the Society which may result in termination of Society membership.

Comments that include a reference to a person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability may attract a severe disciplinary sanction.

Comments can also attract civil and criminal action.

General guidance

- Social media outlets are public forums so treat them as such
- Participants are strictly responsible for any posting on their social media account/s
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable and punishable.
- Do not use abusive, derogatory, vulgar or sexual language
- Do not post anything you would not say face-to-face
- Deleting or apologising publicly for an improper post does not prevent disciplinary action being taken
- If you feel a post made by the Longhorn Cattle Society on one of its own social media outlets is factually or otherwise incorrect, please contact the Secretary in the first instance.

Most importantly a common-sense approach needs to be used by everyone involved with Longhorn cattle and the Longhorn Cattle Society. What you may regard as 'banter' may be seen as offensive, hurtful or embarrassing by a wider audience and could bring the Society and potentially the wider farming community into disrepute.

- Don't comment on social media if you have concerns about the consequences
- Don't link to unsuitable content that may breach this policy
- Don't get into disputes with the online audience
- Don't share or elicit personal details

But...

- Do show your personality and be approachable
- Do share your achievements
- Do let people know what it's like to keep and love Longhorn Cattle
- Do post on a regular basis to grow and engage your audience.

Reporting concerns

Safeguarding is everyone's responsibility, as is creating and maintaining the high standards of behaviour expected of members of the Longhorn Cattle Society. For these reasons everyone is encouraged to report concerns of misuse or inappropriate use of social media relating directly to the Longhorn Cattle Society to the Society in the first instance.

Whilst the law does not move as fast as technology, there is legislation and government guidance which applies to social media usage, including:

- Malicious Communications Act 1988
- Protection from Harassment Act 2003
- Defamation Act 1996
- Data Protection Act 1998
- Article 10 of the European Convention on Human Rights
- Working Together 2013.