

# **AQHA Social Media Policy**

## *SOCIAL MEDIA POLICY*

*It is not uncommon for the attention of the AQHA to be drawn to posts on social media. Recently, the AQHA has been disappointed with some posts on social media concerning the AQHA and its members.*

*In particular, members are using social media to remark on AQHA events, including the conduct of other members of the AQHA. Used responsibly, social media can be a valuable tool for communicating to the quarter horse community.*

*However, social media can also be used in ways that can cause great offence. For example, derogatory remarks about AQHA members that are posted on social media networks can have a harmful impact on those involved, as well as reflect unfavourably on the quarter horse industry in Australia.*

*Derogatory remarks can be insulting or disrespectful. They are usually based on an individual's view or judgment, but these can be formed about something not necessarily based on fact or knowledge. The result is often unflattering, unkind, or demeaning.*

*Members should be aware that the AQHA has a Professional Code of Ethics. This applies to the use of social media. The following is an extract from that Code:*

*“We, the members of the Australian Quarter Horse Association, in carrying out our role of providing service to the Australian Quarter Horse industry, recognise the need to do so in a professional manner, and to deal with the public and our colleagues with the highest degree of integrity.”*

*Members are asked to use social media for collegiate purposes - to keep in touch with friends and family – and not as a forum for derogatory remarks and opinions about another person or their horse.*

*All members should be aware that the AQHA Constitution and Rule Book states that a member can be suspended or expelled for Conduct Unbecoming of a Member.*

*Australian Quarter Horse Association  
Board of Directors*