**NORTHERN COUNTIES PONY ASSOCIATION SOCIAL MEDIA POLICY**

**Introduction.**

NCPA acknowledges that social media can be a powerful communication tool to raise awareness and better engage members. It can help NCPA to reach a much wider audience, much more quickly than traditional methods of communication.

NCPA uses social media ( Facebook) to share information regarding shows, training and meetings or to celebrate the achievements of branches or members.

**This policy applies to** all NCPA council trustees, association secretary, members, judges (on the official NCPA judges list and guest judges), branch officials who are all expected to adhere to this policy in line with the rules of NCPA.

**NCPA is mindful of the potential risks of such communication:**

* Its fast pace can increase the risk of posting content that is inappropriate or harmful.
* Content once posted can be difficult to undo.
* Professional and personal lives can overlap, and the line can become blurred.
* Children and vulnerable adults are particularly susceptible to the misuse of social media. ( Refer to NCPA Child and Vulnerable Adult Policy)
* Ethnicity may give rise to inappropriate comments on social media. (Refer to NCPA Inclusion Policy)

**Managing Potential Risks:**

NCPA will not:

* post or share information that may cause distress or harm to an individual, group or society.
* post or share information that is inconsistent with the charities purpose or not in the charities best interest.
* post or share information that is in breach of the law.
* post any personal views that could be mistaken to be those of NCPA.
* produce images that are the subject of copyright without express permission.
* post or transmit any material which could damage the name and reputation of NCPA, its members or former members.
* not post or transmit any material
  + - 1. that is threatening, defamatory, obscene, indecent, seditious, offensive, pornographic, abusive, liable to racial hatred, discriminatory, menacing, scandalous, inflammatory, blasphemous. In breach of confidence, in breach of privacy or which may cause annoyance or distress.
      2. which constitutes a criminal offence.

**Disclosure under Law.**

NCPA will fully co-operate with any law enforcement authorities or court order requesting or directing the NCPA to disclose the identity or locate anyone posting any material in breach of this policy. NCPA will fully co-operate with requests by the police, any other regulatory body or government authority investigating suspected illegal activities.

**Reporting suspected breaches of this Social Media Policy.**

Any breaches of this Social Media Policy should be reported to the Council of Trustees via the registered office. The council of trustees will collect all relevant information and decide upon the validity or seriousness of the reported event and decide upon a commensurate response.

( April 2024)