



Social Media Policy

It is not uncommon for the attention of the AFHS to be drawn to posts on social media. Used responsibly, social media can be a valuable tool for communicating to the Friesian horse community. However, social media can also be used in ways that can cause great offense.

Previously, the AFHS has been disappointed with some posts on social media concerning the AFHS and its members. In particular, members are using social media to remark on AFHS events, including the conduct of other members of the AFHS and their horses.

For example, derogatory remarks about AFHS members and their horses that are posted on social media networks can have a harmful impact on those involved, as well as reflect unfavourably on the Friesian 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 AFHS has a Professional Code of Ethics (see Appendix G in the Rules and Regulations). This applies to the use of social media.

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 AFHS Bylaws and Rules states that a member can be suspended or expelled for Conduct Unbecoming of a Member (contravening the clause "member in good standing".)