

HDSBA Social Media Policy:

The Hampshire Down Sheep Breeders Association uses social media to communicate with its members and wider society and to promote the breed both in the UK and internationally. It recognises that Association members may also use their own forms of social media; FB twitter etc. for personal communication and promotion, however, difficulties can occur when a person, identifiable as an Association member makes comments that can be construed as negative or offensive towards individuals or the HDSBA and could cause harm to individuals or damage the reputation of the breed itself. Should a member of the Association have a valid concern or complaint regarding the workings and decisions of the Association, then these should be taken in the first instance to the Breed Secretary who will raise this directly to the Council where they can be addressed in a more appropriate forum.

Members are personally responsible for what they communicate in social media (as a Member of the association or on personal sites). Members should be aware that what they publish might be read by the masses including other members, potential customers and social acquaintances for a long time to come and keep this in mind before posting their content.

What the society expects of site moderators and HDSBA members:

- Contributors will be polite and respectful towards all forum users including the Forum Moderators and other HDSBA members.
- That any claimed "facts" are backed up by science/direct experience
- Contributors understand that this is an adult and child group so is moderated at that level.
- Members understand that the views expressed are those of the individuals who post them and do not represent an "official" HDSBA stance unless expressly stated.
- All views are welcome, but courtesy is key: avoid the use of derogatory language at all times.
- The site represents all levels of experience so contributors should take every opportunity to educate members.

With reference to anything that pertains to the association or its members, they do not post anything that:

- Brings the HDSBA or its members into disrepute
- Breaches confidentiality, data protection or copyright
- Offends or insults
- Encourages, supports or promotes illegal activity
- Uses or encourages derogatory comments
- Uses HDSBA's brand or visual identity in a damaging way
- Is likely to cause disagreements and disputes that might damage the reputation of the association

The site moderator will:

- Review, post and respond to comments in a timely manner.
- Welcome constructive criticism.
- Read all comments posted.
- Moderate (delete) negative views without positive suggestions.
- Block users who violate the rules as set out.
- Delete all posts which include any form of advertising or promotion.
- Have the final say in modifying, interpreting, and enforcing this Code of Conduct.

- Act in a professional manner when engaging with users online. We will direct any individual discussions offline using a non-public communication route.

The site moderator will not:

- Allow adverts or links to blogs or commercial sales sites except where this forms a valid part of breed promotion
- Include posts from personal business pages, business profiles or advertise commercial activity. These will be deleted.
- Respond to every comment because we do not have the resources to do this
- Post comments that are spam, inappropriate, defamatory, use profanity, or otherwise violate our policies

If any member should be found to be in breach of these guidelines, then the matter will be referred to the Council who will

- Ask for the removal of internet postings which are deemed to constitute a breach of this policy.
- Issue a final written warning should further offensive commentary be posted.
- In addition any member found in breach of this policy can be referred to the Disciplinary committee for further action.

The HDSBA encourages the responsible use of social media. It is important to remember that we are all ambassadors for the breed and that social media is never private.