



ROR SOCIAL MEDIA POLICY

Introduction

Retraining of Racehorses (RoR) recognises the importance of social media for communication between its members, appointed officials, independent contractors, RoR staff and the wider equestrian communities. The use of social media provides the opportunity to engage in discussions and share information about the retraining of racehorses, positively promote the achievements of former racehorses in RoR competitions, and highlight their adaptability for second career activities.

However, although RoR encourages its members, appointed officials, independent contractors and staff to make constructive comments on social media, the balance between freedom of speech and the responsibility not to offend, insult or defame anyone in postings or threads should always be taken into account.

Our Social Media Policy

RoR acknowledges that its members, appointed officials, independent contractors and staff are already making good decisions when it comes to their use of social media. However, please be cognisant of the following important points:

- Social media should not be used by anyone to defame, disparage, offend, belittle, abuse or otherwise insult or criticise RoR members, their horses, appointed officials, independent contractors or staff;
- No-one should post messages, status updates or links to material, images or content that is inappropriate. This may include material, images or content that is threatening, defamatory, obscene, indecent, seditious, offensive, pornographic, abusive, liable to incite racial hatred, derogatory, disparaging, discriminatory, menacing, scandalous, inflammatory, blasphemous, in breach of confidence, in breach of privacy or which may cause annoyance, distress or inconvenience. This definition also covers any content, image or other material that could reasonably offend someone on the basis of their race, gender, age, national origin, disability, sexual orientation or religious or political beliefs.
- Individuals should make it clear they are posting their own views. Any comments should clearly be attributable to the individual making them and not from RoR or be mistaken as such.
- Anyone connected with the charity should refrain from posting any statement that is controversial or inflammatory and which could, in RoR's reasonable opinion, directly or indirectly damage the charity's reputation or otherwise bring the charity into disrepute.
- No-one is permitted to use the RoR logo, branding, slogan or trademark, or post any proprietary information, without RoR's prior written permission.

RoR reserves the right to monitor social media postings which include reference to RoR, its members, their horses, appointed officials, independent contractors and staff to ensure that this policy is being adhered to.

Please remember that social networks are public spaces and are not the appropriate channel for raising grievances about competition results or retraining activities. You can raise such issues direct with the RoR team at info@ror.org.uk or by telephoning 01488 648998 .

If you have a complaint about a member of our staff, appointed official or independent contractor, please use RoR's formal complaints policy to raise this matter. This is available on our website at: <http://www.ror.org.uk/wp-content/uploads/2017/12/RoR-Complaints-Policy.pdf>

Disciplinary Action

RoR will challenge anyone who is found to be using social media to make defamatory, threatening or any other inappropriate comments relating to the charity, its members, their horses, appointed officials, independent contractors or staff, either in name or through identification, both intentionally or by association. Re-posting or re-tweeting may be assumed to be an endorsement of the original posting or thread.

Abuse on social media may result in disciplinary action being taken against anyone involved with the charity. Postings that are found to be malicious in intent, or make vexatious allegations, may result in exclusion from the charity. RoR will not tolerate the harassment or victimisation of anyone involved with the charity and will provide them with appropriate support.

Safeguarding

This Policy should be read in conjunction with RoR's Statement of Intent on Safeguarding. Safeguarding is everyone's responsibility, and everyone is encouraged to report concerns of abuse of children or adults at risk, and inappropriate usage of social media, to the RoR Office at info@ror.org.uk or by telephoning 01488 648998.

Disclosure Under Law

RoR will fully co-operate with any law enforcement agency, or by a court order, requesting or directing RoR to disclose the identity or location of any person known to the charity who is posting material in breach of this policy. RoR may share the personal data of a member, an employee or an independent contractor, in connection with the investigation of suspected illegal activities or alleged criminal offences.

This Policy is not intended to be exhaustive in relation to social media. With constant advancements in technology, and the ever changing social media landscape, it is not possible to categorise of all forms of social media which this Policy is intended to cover. Therefore it is to be taken as applying to all universally understood forms of social media.

This Policy is reviewed, approved and endorsed by the RoR Board of Trustees annually.