

President:
Mrs J Hastie nee Nixon MRCVS

Chairman:
Miss E Gibson

General Secretary:
Miss C Burdock

Company Limited by Guarantee
Reg in England and Wales No. 0022147
96 High Street, Edenbridge, Kent TN8 5AR
Registered Charity: 211570



Sport Horse Breeding of Great Britain
96 High Street
Edenbridge
Kent
TN8 5AR

Tel: 01732 866277

Email: office@sporthorsegb.co.uk
Web: www.sporthorsegb.co.uk

SHB(GB) Social Media Policy

a. Purpose:

The purpose of this policy is to guide the responsible and respectful use of social media by Members, volunteers, staff, officials, and representatives of SHB(GB). Our aim is to protect the Society's reputation and the welfare of horses and people involved; promote positive, accurate, and respectful communication within the equestrian community; and prevent online behaviour that could harm individuals, horses, or the standing of the Society. You should be aware that SHB(GB) may from time to time carry out internet Searches to identify postings which include references to SHB(GB) and its Members.

b. Scope:

This policy applies to all Members, officials, volunteers, coaches, Judges, and representatives of the Society, across all online platforms including but not limited to: Facebook, Instagram, TikTok, YouTube, X (Twitter), Threads, blogs, forums, and messaging groups (e.g. WhatsApp) where Society matters, events, or Members are discussed.

c. Guiding Principles:

- ❖ Respect – Treat others online as you would like to be treated yourself with, with courtesy, honesty, and fairness.
- ❖ Responsibility – You are personally accountable for the content you post or share.
- ❖ Reputation – Your online behaviour reflects on the Society, the equestrian community, and horse welfare.
- ❖ Integrity – Never post false, misleading, or confidential information about horses, Members, or events.

d. Personal Use of Social Media:

Members are encouraged to share their passion for horses and Society activities. However:

- ❖ Do not claim to represent or speak on behalf of the Society unless authorised.
- ❖ Include a disclaimer if commenting on Society matters (e.g. "Views expressed are my own and not those of SHB(GB)").
- ❖ Do not share private or internal discussions, results under protest, disciplinary matters, or confidential information.

- ❖ Avoid posting derogatory or inflammatory remarks about other Members, officials, horses, or societies; that is threatening, defamatory, obscene, indecent, seditious, offensive, Pornographic, abusive, liable to incite racial hatred, discriminatory, menacing, scandalous, inflammatory, blasphemous, in breach of confidence, in breach of privacy or which may cause annoyance, distress or inconvenience; or which constitutes or encourages conduct that would be in breach of the SHB(GB) Rules, or constitutes a criminal offence, or which could give rise to civil liability, or otherwise be contrary to the laws of, or infringe the rights of any third party in, the UK or any other country in the world.
- ❖ Never share images or videos of horses in distress, poor condition, or being handled unsafely without context or consent.
- ❖ If you see something that breaches welfare standards, report it to the Society (see para 9) avoid engaging publicly as this can prevent the society from being able to deal with the breach effectively.
- ❖ Do not use the Society's logo, branding, or photos from official events without permission.
- ❖ Members are responsible for the actions of any non- members who are family members or who are friends or friends of family members, or who are employed by them or assisting, supporting or representing them or otherwise acting on their behalf and any action or such conduct of such non-member which would be in breach of the Rules were he a Member shall constitute a breach of the Rules by the Member concerned.
- ❖ Family Member is defined at Section 4(i) of this Handbook.
- ❖ Any behaviour on Social Media that would constitute a breach of safeguarding procedures, affecting the welfare and safety of children or vulnerable adults is strictly forbidden. Any comments on social media that are homophobic, antisemitic, misogynistic, racist or incite others to behave in this way to others will be in breach of this policy.

e. Official Social Media Accounts:

Only authorised individuals (e.g. SHB(GB) employees, Council Members or other authorised individuals) may post on official Society accounts. They must share accurate and verified information, obtain permission before posting identifiable images of Members or minors, promote horse welfare and inclusivity, respond courteously, and report inappropriate comments to the Council.

f. Expected Conduct Online:

All Members are expected to uphold the Society's Code of Conduct and Welfare Policy, respect confidentiality, refrain from gossip or personal attacks, use constructive language if raising concerns, and never use social media to bully or harass others.

g. Protecting Horses and Welfare:

Never share images or videos of horses in distress, poor condition, or being handled unsafely without context or consent. Content promoting best practice, safety, and welfare is encouraged. If you see something that breaches welfare standards, report it to the Society (see para 9) avoid engaging publicly as this can prevent the society from being able to deal with the breach effectively.

h. Breaches and Consequences:

Breaches of this policy may lead to informal advice, formal warnings, suspension or termination of Membership, removal from official duties, or referral to authorities or governing bodies where appropriate.

i. Reporting Concerns:

If you see something that breaches welfare standards, report it to the Society avoid engaging publicly as this can prevent the society from being able to deal with the breach effectively.

Concerns should be reported confidentially to the General Secretary, Chair, or Vice Chair (catherine@sporthorsegb.co.uk) or initially by telephone (01732 866277). Reports will be handled discreetly, fairly, and without retaliation.

j. Review:

This policy will be reviewed annually or as needed to ensure it remains relevant and effective. Members will be notified of any significant changes.

k. Related Policies:

- ❖ Good Conduct
- ❖ Child and Vulnerable Adult Safeguarding Policy
- ❖ Welfare Policy
- ❖ Complaints and Disciplinary Procedure

l. Support:

Bullying and abuse on social media can have a devastating and detrimental effect on those subjected to it and on their family and friends. Rider Minds has created a resource on their website that offer support and advice for anyone affected. Visit: ridersminds.org. Call 0300 1021540 or text 07860 065 202. Rider Minds offer an online counselling support, one to one sessions and a 24/7 helpline.

m. Disclosure Under Law or Regulation:

You should be aware that SHB(GB) will fully co-operate with any law enforcement authorities or court order requesting or directing SHB(GB) to disclose the identity or locate anyone posting any material in breach of this policy. If we are requested by the police or any other regulatory or government authority investigating suspected illegal activities to provide your personal information, SHB(GB) is entitled to do so.