

SOCIAL MEDIA POLICY

By the Australian Side Saddle Community.



The Australian Side Saddle Community (ASSC) embraces the use of social media as a powerful tool to connect, educate, and promote the elegant tradition of riding aside. This policy is designed to guide appropriate and respectful use of social media by our members, volunteers, supporters, and event participants.

Purpose

This policy ensures that social media use reflects the values, standards, and reputation of the ASSC, and protects our members, events, and legacy.

Scope

This policy applies to all ASSC-affiliated social media accounts and to any personal accounts when referring to the ASSC, in a public or semi-public setting.

Guiding Principles

- **Respect & Positivity**
Treat all individuals and organisations with courtesy and respect. Personal attacks, bullying, discrimination, or harassment will not be tolerated.
- **Accuracy & Integrity**
Share only accurate, fair, and respectful content. Avoid speculation, rumour, or content that could mislead or damage reputations.
- **Privacy & Consent**
Do not post photos, videos, or personal details of others without their permission, especially children or vulnerable individuals.
- **Community Focused**
Posts should reflect the inclusive and educational goals of the ASSC. We celebrate tradition while welcoming all levels of experience and backgrounds.

- **Constructive Engagement**

If you have a concern or complaint, please raise it directly with the committee rather than airing grievances on social media.

What is Not Acceptable

- Offensive, abusive, or inappropriate language or imagery.
 - Defamation of individuals, the ASSC, or related organisations.
 - Misrepresentation of ASSC policies or standards.
 - Unauthorised promotion of non-affiliated products or services.
 - Breach of copyright or intellectual property rights.
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Enforcement

Posts that breach this policy may be removed. Repeat or serious breaches may result in:

- Warnings issued
 - Removal from ASSC groups/pages
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Helpful Reminders

- If in doubt, ask: “Would I say this face-to-face at an event?”
 - Think before you post: once it’s online, it can be permanent.
 - Promote kindness, education, and a love of riding aside.
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Contact

For questions or to report a breach of this policy, please contact the ASSC