

Saskatchewan Horse Federation

SOCIAL MEDIA POLICY



Saskatchewan
Horse Federation

April 1, 2024

SASKATCHEWAN HORSE FEDERATION (SHF)

SOCIAL MEDIA POLICY

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| Approved by and date | SASKATCHEWAN HORSE FEDERATION Board of Directors, March 22-2026 |
| Appendix(-ces) to this Policy | N/A |

Preamble

1. Saskatchewan Horse Federation is aware that Individual interaction and communication occurs frequently on social media. SHF cautions Individuals that any conduct falling short of the standard of behaviour required by this Policy and the *Code of Conduct and Ethics* may be subject to the disciplinary sanctions identified within the *Discipline and Complaints Policy*.

Application of this Policy

2. This Policy applies to all Individuals and to Saskatchewan Horse Federation

Conduct and Behaviour

3. For the avoidance of doubt, the following social media conduct may be subject to disciplinary action in accordance with the *Discipline and Complaints Policy*:
 - a) Posting a disrespectful, hateful, harmful, disparaging, insulting, or otherwise negative comment on a social medium that is directed at an Individual, Saskatchewan Horse Federation, SHF's National Sport Organization or another Member, or at other individuals connected with SHF or SHF's National Sport Organization or its Members.
 - b) Posting a picture, altered picture, or video on a social medium that is harmful, disrespectful, insulting, or otherwise offensive, and that is directed at an Individual, Saskatchewan Horse Federation, SHF's National Sport Organization or another Member, or at other individuals connected with Saskatchewan Horse Federation or SHF's National Sport Organization or its Members.
 - c) Creating or contributing to a Facebook group, webpage, Instagram account, Twitter feed, blog, or online forum devoted solely or in part to promoting negative or disparaging remarks or commentary about Saskatchewan Horse Federation, SHF's National Sport Organization or its Members, their stakeholders or their reputation.

- d) Inappropriate personal or sexual relationships over a social medium between Individuals who have a Power Imbalance in their interactions, such as between Athletes and coaches, directors, officers, committee members and staff, officials and Athletes, etc.
 - e) Any instance of cyber-bullying or cyber-harassment by an Individual, where incidents of cyber-bullying and cyber-harassment can include but are not limited to the following conduct on any social medium, via text-message, or via email: regular insults, negative comments, vexatious or unwelcome behaviour, pranks or jokes, threats, posing as another person, spreading rumours or lies, or other harmful behaviour.
4. All conduct and behaviour occurring on social media may be Reported pursuant to the *Discipline and Complaints Policy*.

Individuals' Responsibilities

- 5. Individuals acknowledge that their social media activity may be viewable and viewed by anyone, including Saskatchewan Horse Federation, SHF's National Sport Organization, or other Members or Individuals.
- 6. If Saskatchewan Horse Federation unofficially engages with an Individual in social media (such as by retweeting a tweet or sharing a photo on Facebook) the Individual may, at any time, ask SHF to cease this engagement.
- 7. When using social media, an Individual must model appropriate behaviour befitting the Individual's role and status in connection with Saskatchewan Horse Federation.
- 8. Removing content from social media after it has been posted (either publicly or privately) does not excuse the Individual from being subject to the *Discipline and Complaints Policy*.
- 9. An Individual who believes that another Individual's social media activity is inappropriate or may violate the policies and procedures of Saskatchewan Horse Federation should Report the matter in the manner outlined by the *Discipline and Complaints Policy*.

Privacy

- 10. The collection, use and disclosure of any personal information pursuant to this Policy is subject to Saskatchewan Horse Federation's usual policies and practices regarding private and/or confidential information.