



# Social Media Policy

## Nguni Australia Pty Ltd

ACN 670016323

Revised 2023

### **Purpose**

To ensure that all members and associates of Nguni Australia understand the purpose of the Nguni Australia social media platforms and to be advised on the Nguni Australia rules on the appropriate use of its social media and the consequences of inappropriate use.

### **Policy**

Nguni Australia is committed to keeping everyone associated with the organisation informed about Nguni Australia matters and to provide up-to-date details of forthcoming events, shows, breed information etc. To achieve this Nguni Australia has approved and sanctioned one public Facebook page (Nguni Australia) and one Instagram page (Nguni\_Australia). These platforms are to be used for the purpose of information, education, to share details of events being hosted, and as a platform for discussion on matters related to Nguni cattle.

All other Nguni Facebook pages and such, in Australia are privately managed and fall outside the guidelines of this policy and are not monitored or sanctioned by Nguni Australia.

Nguni Australia will:

Keep its Facebook page current and informative as a service to members and interested people.

Use social media platforms to present members with sponsor information and special deals.

Seek to prevent and report any inappropriate use of social media platforms.

Monitor and analyse social media platforms for the level of community engagement to content.

Have the right to block access to any person (member or general public) who misuses the page.

## Details of Inappropriate Use of Technologies

Posting inappropriate comments or images that are not your own on Nguni Australia page is not allowed.

Creating or exchanging messages that are offensive, harassing, obscene or threatening are considered a misuse of the page and is treated as a serious breach of this policy. It will result in an instant block from the page and may result in Nguni Australia disciplinary measures.

Exchange of any confidential or sensitive information relating to individuals, other Nguni Breed Societies, other community stakeholders is inappropriate.

Exchanging information in violation of copyright laws is inappropriate.

## Complaints Procedure

Any person identified to be misusing, or inappropriately using the social media platforms will be blocked from the site, reported to Nguni Australia and dependent on the severity of the offence, may receive disciplinary action. **Note that there is zero tolerance for any comments, images etc which are deemed to be offensive, threatening, obscene, or discriminatory.**

Any concern about social media content may be advised by email to Nguni Australia.

Nguni Australia reserves the right to close down social media pages without notice if members do not adhere to the rules of use.

## Review Details

This policy was last reviewed on 10 August 2023



# Nguni Australia

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