



## **Bury Farm Social Media\* Policy**

Thank you for joining the Bury Farm Equestrian Club. We hope that you and your horse enjoy many happy hours at the Centre and that you make the most of your Club membership.

As a member of Bury Farm Equestrian Club we expect you to comply to a Members Code of Conduct. This includes adherence to the Social Media Policy, the content of which endorses the policies outlined by national equine bodies including British Dressage and British Showjumping.

### **Scope of the Policy**

The digital world can be a great place providing instantly accessible information, support in times of need, and direct communication, but we all have a duty to make it a safe place where everyone can interact confidently and feel safe from cyber-bullying. We believe it is absolutely necessary to ensure that our Facebook page and the personal social media accounts of all of our members are places for everyone to enjoy.

You are welcome to follow our Bury Farm Equestrian Village Facebook page which is linked to a twitter feed. It's a helpful source for information about future events. We hope that you enjoy using this forum and you are invited to add positive, constructive and helpful content. We also hope that you will be able to share your equine experiences on your personal Social Media accounts and reach a wider audience of friends and followers who wish to engage in your story.

### **Responsible Use of Social Media**

Every Bury Farm Club member must be respectful of Bury Farm Equestrian Centre, to fellow-liveries, to all Bury Farm Equestrian Club members and to the Bury Farm team and should comply to the following:

- 1) Publication of information and comment on social media should follow correct ethical and legal standards
- 2) No post, share or social media message should contain information or images which is misleading, threatening, derogatory, offensive, obscene, abusive, discriminatory, menacing, blasphemous, intimidating or defamatory
- 3) No post, share or social media message should contain information or images about sensitive, business-related topics regarding Bury Farm Equestrian Centre's performance or do anything to jeopardise Bury Farm Equestrian Centre and its team's name, business interests or reputation
- 4) Ensure that any post, share or social media message does not imply that the views presented are those held by Bury Farm Equestrian Centre unless it is explicit that the Centre has provided the information directly that is supplied within the post
- 5) Show proper respect for the laws governing copyright and GDPR policies

Bury Farm members are fully accountable for the content they publish, and they should consider how any individual reading a post, share or social media comment may react before submitting anything to the public domain. Bury Farm Equestrian Centre reserves the right to monitor, intercept and review, without further notice, social media postings and activities on both Bury Farm Equestrian Centre Social Media sites and on personal social media accounts that include references to it/and to its members to ensure that the rules of the Social Media Policy are being complied with for legitimate purposes. By signing this declaration all members consent to this monitoring and to remove postings, comments or other submissions that are deemed to be in breach of this Policy.

Bury Farm Equestrian Centre will comply with any law from regulatory authorities to disclose the identity of members posting material in breach of this Policy if asked to do so in connection with the investigation of suspected illegal activities.

If a Bury Farm Equestrian Club member has a grievance with another member regarding social media matters that member should take it up directly with the individual. The member may advise Bury Farm Equestrian Centre of the grievance by contacting [enquiries@buryfarmestates.co.uk](mailto:enquiries@buryfarmestates.co.uk)

\*Social Media means all forms of social media that exist now or may exist in the future including but not limited to Facebook, Twitter, You Tube, Linked In, Pinterest, My Space and Instagram.