



Valais Blacknose Australia Ltd SOCIAL MEDIA GUIDELINES

Purpose

The purpose of the following guidelines is to establish the objectives of the social media platforms run by Valais Blacknose Australia Ltd and the strategies to be adhered to in order to meet the objectives.

Objectives

Facebook - Valais Blacknose Australia Members: A group for Valais Blacknose Australia Ltd members established for the *support, education, and celebration* of Valais Blacknose members in Australia. All members are encouraged to post questions, issues, or topics of interest or need.

Facebook - Valais Blacknose Australia: A group for the general public established for the *promotion* of Valais Blacknose Sheep in Australia.

Instagram – Valais_Blacknose_Australia: A group for the general public established for the *promotion* of Valais Blacknose Sheep in Australia.

Strategies

The following strategies have been developed for members:

- All posts and comments should present as thoughtful, encouraging, respectful, and helpful; unhelpful posts, comments or members will be removed. Please remember tone and language can be misinterpreted, particularly without the benefit of context.
- Valais Blacknose Australia has members from beginner to expert; all comments should take this into consideration.
- All information presented for posting should be factual, relevant, and not repetitive unless there is a reason for repetition.
- All posts reposting or sharing external content should be fact checked prior to posting to minimise time for the social media administrators.
- All information shared as posts or comments, must not in any way disparage the name or reputation of Valais Blacknose Australia Ltd, Valais Blacknose Sheep or members of Valais Blacknose Australia Ltd.

- All posts must take into consideration copyright and legal liability where applicable. Valais Blacknose Australia Ltd does not take responsibility for breaches of copyright or other laws; this responsibility is borne by the poster.
- Where members are concerned about any issues relating to social media, they are encouraged to contact the relevant administrator or any member of the Valais Blacknose Australia Ltd committee.

Valais Blacknose Australia Ltd reserves the right to moderate content, over and above the moderation conducted by social media platforms to ensure these guidelines are met. Any breach of this guideline may constitute a breach in the guidelines of Valais Blacknose Australia Ltd and could lead to disciplinary action, or civil and/or criminal proceedings being brought against the individual.