



Introduction

- i. This document, *Tasmanian Equine Endurance Riders Association Social Media Policy*, is a policy developed and adopted by the State Management Committee (SMC) of the Association that defines the management of our social media platforms.
- ii. The platforms that are covered under the banner of this policy are the official pages for the Tasmanian Equine Endurance Riders Association on the following media platforms: Facebook & the TEERA web page.
- iii. This document is to be used in conjunction with the AERA Inc. Rulebook Section 4 Social Media Engagement, if this document is silent on a topic, refer to the AERA Inc. Rulebook, <http://aera.asn.au/national-rules/>

Purpose

- i. This document is to guide the members of the Tasmanian Equine Endurance Riders Association as to what content is permitted on the various media platforms operated by the Tasmanian Equine Endurance Riders Association.
- ii. This document is also to guide the SMC on how to manage the Associations media platforms.

Facebook

- i. Moderators of the Facebook page will be SMC members; this is to ensure that moderation is in line with current policies and direction.

- ii. Pre-Approved posters will be allowed by agreement with the management committee, these users should be listed certain content they are permitted to post without SMC consent.
- iii. Members to the Facebook page will be accepted by one of the page moderators, applications should be reviewed and assessed on
 - a. being a current or future member prospect
 - b. someone who has a direct connection to a current or future member
 - c. someone who will promote the sport of endurance
 - d. someone who has supported endurance as a spectator/official or sponsor
 - e. if any individual moderator is unsure of a person, they should refer to the other moderators for clarification
- iv. Posts on the Facebook page will subject to approval by the moderators
- v. Posts that should not be approved are as follows:
 - a. Posts that contain animals for sale including horses
 - b. Businesses that wish to advertise products for sale that do not meet the criteria below
- vi. Businesses that are owned or operated by members of endurance will be allowed to post ads, as so long as it is not excessive. These ads will be monitored by the moderators. If the moderator is unsure, they should seek clarification from other moderators.

TEERA Website

- i. The TEERA website www.teera.asn.au will be managed by the State Management committee.
- ii. Any official notices by the SMC will be posted on the website.
- iii. Edit access to the website will be determined by the SMC.
- iv. Pre-approved content posting by a non-SMC member may be allowed if approved by the SMC.