



To preserve heritage, protect integrity and advance Highland Cattle in Australia through herd registration, education, promotion and fellowship

AHCS USE OF SOCIAL MEDIA POLICY

PURPOSE

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

POLICY

The AHCS Council is committed to keeping everyone associated with the AHCS informed about AHCS matters and to provide up-to-date details of forthcoming events, shows, breed information etc. To achieve this the AHCS has approved and sanctioned **one public Facebook page, the Australian Highland Cattle Society Inc, which includes the social media platforms of Twitter, Instagram, YouTube** and any other platform that the AHCS may use in the future.



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

The social media platforms especially the Facebook page is to be used for the above purpose of information, as well as for members to post results of shows or events they have attended. **IT IS NOT** a mechanism for members or the general public to hold discussions or for members or the general public to post public comments.

POLICY

- The AHCS will attempt to keep its Facebook page and other social media platforms current and informative as a service to members and interested people.
- The AHCS will from time to time, use social media platforms to present members with sponsor information and special deals.
- The AHCS will nominate a Council member to manage the social media platforms, and may change the nominated Council member at any time.
- The nominated Council member will be required to report to Council any inappropriate use of social media platforms.
- The nominated Council member /administrator will monitor and analyse social media platforms and report to the Council on the level of community engagement to content.
- The nominated Council member/administrator will also have the right to block access to any person (member or general public) who misuses the page.

AHCS DETAILS OF INAPPROPRIATE USE OF TECHNOLOGIES

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President:	Sign: 	Name: Scott Carter	
Secretary:	Sign: 	Name: Jeanette Rawlings	



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- Posting inappropriate comments or images that are not your own on the AHCS page is not allowed. **This is an information dissemination site only** and any other types of inclusions must be emailed to the nominated administrator for approval to be included.
- 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 AHCS disciplinary measures.
- Exchange of any confidential or sensitive information held by the AHCS relating to individuals, other Highland Breed Societies, other community stakeholders is inappropriate.
- Exchanging information in violation of copyright laws is inappropriate.

AHCS COMPLAINTS PROCEDURE

- Any person identified to be misusing, or inappropriately using the social media platforms will be blocked from the site, reported to the Council 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 person who has a concern about the contents of the social media platforms is to email the President via ABRI highland@abri.une.edu.au
- The AHCS Council reserves the right to close down the social media page without notice if members do not adhere to the rules of use.

TIPS TO ASSIST THE NOMINATED COUNCIL MEMBER/ADMINISTRATOR

Monitoring Tools

Hootsuite:

Allows users to monitor several social media platforms, including Facebook, Twitter and Google+, on one page. The tool can be customised to suit individual needs, and allow you to monitor specific social media pages.



TweetDeck:

This monitoring tool covers the basic needs of any Twitter user. It is a great tool for scheduling tweets and monitoring interactions and messages. It also has the capability to track hashtags and manage multiple accounts.

Google Alerts:

This tool monitors the internet for mentions of the pages you manage, organisations that manage similar pages to you, other industry leaders, and interesting new content. By creating a Google Alert, you will receive email notifications every time Google finds new results on a topic that interests you across blogs, forums and news sites.

Analysing content:

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Facebook Insights:

The feature is available for all page administrators. It captures all post stats, including likes, comments and shares, as well as audience numbers and the reach of each post. Facebook Insights also list statistics from similar pages to yours, under "Pages to Watch." This section allows you to compare the performance of your page against others by showing their page likes, the number of posts they uploaded and the engagement on the page. The feature also allows you to build reports and export data.

Twitter Analytics:



The analytics feature on Twitter provides an overview of each tweet, including retweets, mentions, favourites, engagement rates and clicks. The feature also allows you to build reports and export data.

Instagram Insights:

Analytics is only available on Instagram if you have an Instagram Business Profile. The feature compiles a range of data about your profile, posts, and stories. It also provides information about followers, including the times they are active. For a general profile all posts will have to be analysed manually.

YouTube Analytics:

This feature is used to monitor the performance of your videos, showing up-to-date information on engagement, including performance and engagement metrics, top 10 videos, and audience details. You can also create reports here, enabling your performance to be documented.

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