



AUSTRALIAN COBBERDOG SOCIETY

Social Media Policy

1. Purpose

The Australian Cobberdog Society (ACS) recognises that social media and online communication platforms provide valuable opportunities for education, communication, collaboration, and promotion of the Australian Cobberdog.

This Policy establishes expectations for the responsible use of social media by ACS members and provides guidance for both personal and official online activity.

The purpose of this Policy is to:

- Protect the reputation and integrity of the Society.
 - Promote respectful and constructive communication.
 - Protect confidential and personal information.
 - Support compliance with the ACS Constitution, By-Laws, Code of Conduct, Code of Ethics, and other governing documents.
 - Provide guidance regarding the use of official ACS branding, platforms, and communications.
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2. Scope

This Policy applies to:

- Management Committee members
- General Committee members
- Country Representatives
- Volunteers
- Breeder Members
- Owner and Enthusiast Members
- Any person acting on behalf of the Society

This Policy applies to:

- Social media platforms
 - Online forums
 - Websites
 - Blogs
 - Podcasts
 - Video-sharing platforms
 - Messaging platforms
 - Any other online communication medium
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3. General Principles

Members must conduct themselves online in a manner that:

- Reflects positively on the Society and the Australian Cobberdog breed.
- Demonstrates honesty, professionalism, and respect.
- Supports the objectives of the Society.
- Maintains confidence in the integrity of ACS governance and operations.

Online behaviour should reflect the same standards of conduct expected in face-to-face interactions.

4. Personal Use of Social Media

Members are entitled to maintain personal social media accounts and express personal views.

When doing so, members must:

- Make it clear that personal opinions are their own.
- Avoid representing personal opinions as official ACS positions.
- Act respectfully towards other members, breeders, volunteers, officials, and members of the public.
- Ensure communications remain lawful and do not breach anti-discrimination, privacy, copyright, or defamation laws.
- Consider how public comments may affect the reputation of the Society and the breed.

Members must not:

- Make false, misleading, defamatory, threatening, discriminatory, abusive, or harassing comments.
 - Publish content intended to intimidate, ridicule, or target another member.
 - Deliberately misrepresent Society decisions, policies, governance arrangements, committee activities, or official communications.
 - Use an ACS email address to establish personal social media accounts.
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5. Official ACS Social Media Platforms

Official ACS social media accounts, websites, and online platforms are Society assets.

Access to official ACS platforms may only be granted by approval of the Management Committee.

Authorised administrators must:

- Act in accordance with Society policies.
- Ensure information published is accurate and current.
- Maintain professional standards of communication.
- Protect account security and confidentiality.
- Remove content that breaches Society policies where appropriate.

Access permissions may be amended, suspended, or revoked by the Management Committee at any time.

6. Confidentiality and Privacy

Members must not publish, distribute, or disclose confidential or non-public information obtained through their involvement with ACS.

Examples include:

- Committee discussions not approved for publication.
- Membership information.
- Registry information not publicly available.
- Complaints, investigations, or disciplinary matters.
- Financial information.
- Personal information relating to members or stakeholders.

Members must comply with the ACS Confidentiality Policy and all applicable privacy obligations.

7. Image Representation and Artificial Intelligence

Members must ensure that photographs, videos, graphics, and other visual representations of dogs accurately represent the dog being depicted.

Where Artificial Intelligence (AI) has been used to generate, create, or materially alter an image of a dog or puppy, the use of AI must be clearly disclosed wherever the image is published, displayed, advertised, promoted, or shared.

Standard photo editing, including cropping, lighting adjustments, colour correction, and background enhancement, is permitted provided the image continues to accurately represent the dog.

Images must not be used in a manner that is misleading or deceptive.

8. Intellectual Property and Logo Use

The ACS logo, branding, publications, documents, graphics, and other intellectual property remain the property of the Australian Cobberdog Society unless otherwise stated.

Current financial members may use the ACS logo in accordance with Society policies and published guidelines.

Members must not:

- Modify the ACS logo.
- Represent themselves as speaking on behalf of ACS without authority.
- Use ACS intellectual property in a misleading manner.
- Use copyrighted material without permission.

Members may only publish photographs where they:

- Own the photograph; or
 - Own the dog depicted; or
 - Bred the dog depicted; or
 - Have written permission from the owner, breeder, or copyright holder.
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9. Record Keeping

Official Society decisions, approvals, and governance matters must be recorded through the Society's approved systems and processes.

Social media platforms are not official record-keeping systems and should not be relied upon as the sole record of Society business.

Where required, records must be retained in accordance with Society governance and administrative procedures.

10. Breaches of this Policy

A breach of this Policy may also constitute a breach of:

- The ACS Constitution
- The ACS By-Laws
- The ACS Code of Conduct

- The ACS Code of Ethics
- The ACS Confidentiality Policy
- Other applicable Society policies

Examples of breaches include:

- Publishing defamatory content.
 - Harassing or bullying members.
 - Deliberately spreading false or misleading information.
 - Publishing confidential information.
 - Misrepresenting Society decisions or governance arrangements.
 - Misusing ACS branding or intellectual property.
 - Publishing AI-generated content without appropriate disclosure.
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11. Complaints and Enforcement

Alleged breaches of this Policy may be investigated in accordance with the Constitution, By-Laws, Code of Conduct, and any applicable disciplinary procedures.

Outcomes may include:

- Informal resolution.
 - Formal warning.
 - Reprimand.
 - Suspension of membership.
 - Removal from a committee or representative position.
 - Termination of membership.
 - Legal action where appropriate.
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12. Review

This Policy shall be reviewed periodically by the Management Committee to ensure it remains consistent with the Constitution, By-Laws, and operational requirements of the Society.

Document Control

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