



## ADELAIDE PLAINS EQUESTRIAN CLUB INC POLICIES

Policy number	10	Version	2
Drafted by	AM	Approved by	October 2022
		Committee	
Responsible person	President	Scheduled review date	October 2025

### SOCIAL MEDIA AND MARKETING POLICY

The Adelaide Plains Equestrian Club's policy *on Social Media and Marketing* is:

- APEC (Adelaide Plains Equestrian Club) will use social media as a platform to promote the range of events only offered by APEC, establish and maintain relationships with current and potential members and build its online profile. APEC will also use social media forums to thank sponsors, instructors and other parties who assist APEC from time to time.
- Promotion of other sporting clubs, or marketing of goods and services is not encouraged on any APEC social media forums. Posting to an APEC social media forum by a business or other sporting club is prohibited, except for Horse SA which supports the equine industry in SA.
- To ensure APEC's social media presence is consistent and cohesive and conforms to privacy guidelines. Only committee members who have been authorised to use APEC's social media accounts may do so.
- APEC Committee reserves the right to direct members to withdraw posted material that breach this policy.

### REVIEW / CONSULTATION

The review of this policy is the responsibility of the Adelaide Plains Equestrian Club Committee  
This policy will be reviewed every three years.

**APPROVED**

*a.j.maddison*.....

(Signature)

**DESIGNATION**

President

**DATE**

October 2022