

This ensures that only your members see your page content.

If you set up a group on a social network, then you effectively become the administrator for that group on behalf of the hunt. As the administrator, you are responsible for ensuring that:

- ▲ the purpose of the group is clearly laid out for new members
- ▲ members can easily tell whether the group is open to non-club members and whether the content is accessible to non-club members
- ▲ any use of the MFHA logo or MFHA branding is in line with MFHA policies.

Guidance To Help Identify Unsuitable Content And Be An Effective Moderator

Content provided by other people into a social media tool you own (e.g. a blog, website or private facebook group) that openly refers to your club should always be moderated if the tool is on the **internet**. The objective of moderating content before it is published is two-fold:

- ▲ to ensure unsuitable content is not published
- ▲ to ensure comments made on blogs are clear and appropriate to the content/subject matter of the blog in question.

Moderation is NOT designed to:

- ▲ censure people from expressing their opinions
- ▲ correct grammatical or spelling errors in comments, except where such errors detract from the intended meaning of the comment.

As a general rule, comments should be published by moderators as close to the form and format in which they were input by the person making the comment with the bare minimum of changes, provided they are clear, appropriate and do not contain unsuitable content.

Postings should not be published if they:

- ▲ are considered likely to provoke, attack or offend others
- ▲ are racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable
- ▲ contain swear words or other language likely to offend
- ▲ break the law or condone or encourage unlawful activity
- ▲ are seen to impersonate someone else
- ▲ describe or encourage activities which could endanger the safety or well-being of others
- ▲ are posted anonymously.

Unsuitable Links:

Links to external web sites are fine and sometimes useful, as long as they are appropriate. A web page is classed as unsuitable if it contains, or directly links to, material which is ...

Offensive:

- ▲ pornography & sexually explicit content
- ▲ text & images likely to offend most people (dead animals fall under this category)
- ▲ hate sites (on grounds of race, religion, gender, sexual orientation, or yes, political leanings)
- ▲ gratuitous violence

Unlawful:

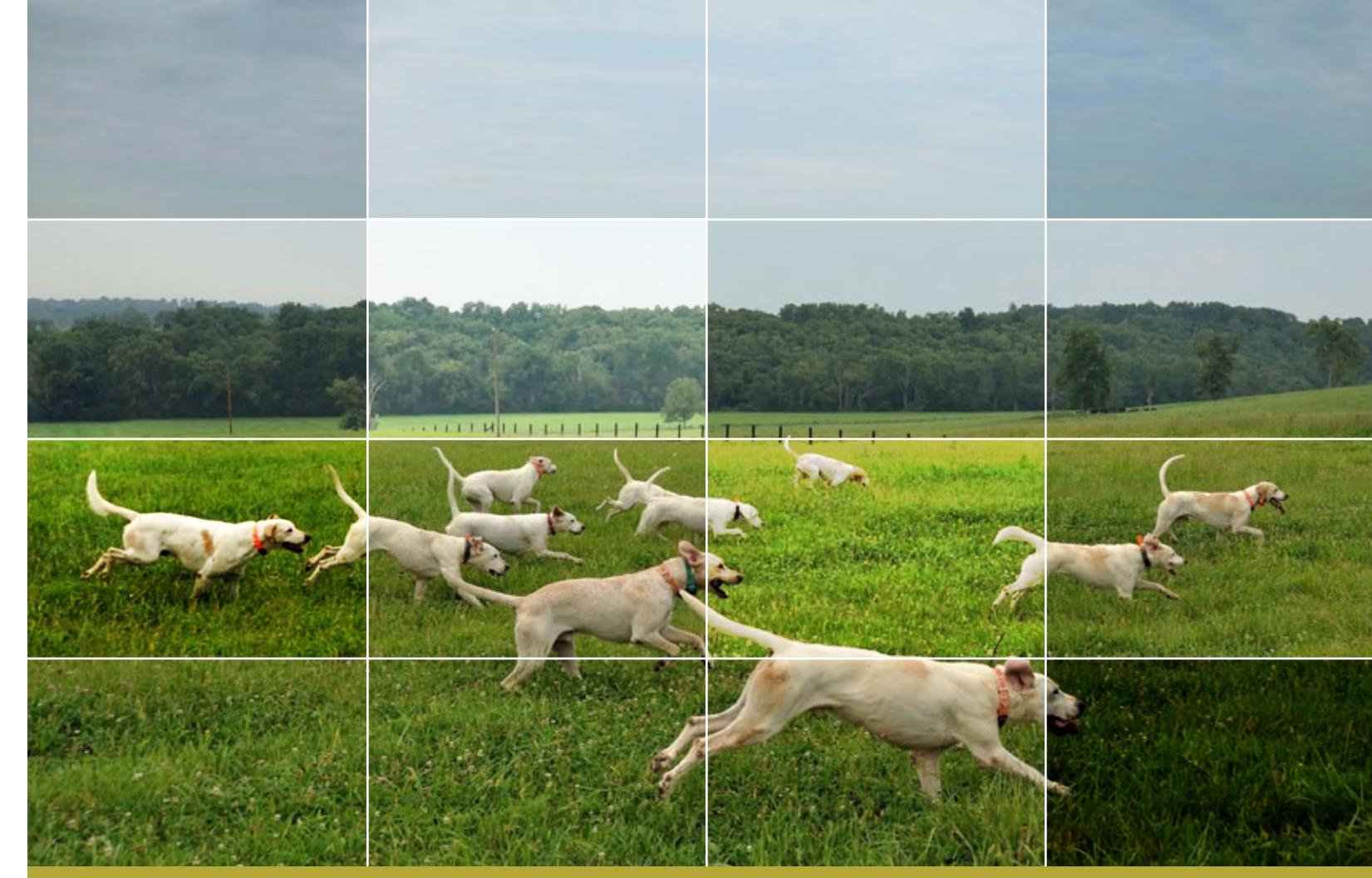
- ▲ condones or encourages unlawful acts
- ▲ breaches copyright law or encourages others to do so (note that background music for videos must be in the public domain, or it is considered a copyright infringement.)
- ▲ defamatory and/or in contempt of court
- ▲ hacking or other technical disruption to online services.

Specific Policies Regarding Acceptable Content, Photographs, Videos, Webcams, etc.

MFHA strongly recommends that hunts do not publish photos of accounting for quarry. Some hunts do account for their quarry. Anti hunters often will distort or misrepresent photos to use the photos to solicit negative emotional responses in their quest to end all hunting.

Be mindful that hunt club members may wish to keep their participation in hunting private, whether for personal or professional reasons.

Helmet cams and cameras in the field. Helmet cam footage should be reviewed by a Master before being posted to the hunt's facebook page, website or YouTube channel. Individuals depicted in photos have the right to request that their photos and names be removed from hunting-related materials; photographers and videographers should seek permission to post photos before doing so publicly.



THE MFHA SOCIAL MEDIA GUIDE



Social media (sometimes referred to as Web 2.0) is an umbrella term used to describe a suite of tools on the web, which typically have the following characteristics:

- ▲ mostly free to use
- ▲ extremely simple to use requiring no prior training or technical knowledge
- ▲ support sharing of opinions, insights, experiences and perspectives, often with strangers
- ▲ content within them, and often the functionality, is managed and regulated by the user community itself and not the provider of the tool or a third party institution.

Some typical examples of social media tools are: blogs; wikis; social networking sites such as twitter, facebook, linked in, pinterest; podcasts; and message boards

While social media tools were originally conceived for *social* collaboration, businesses, clubs and other entities are increasingly finding that these tools can help them communicate with members, increase membership and build their images and brands.

Typically, social networking tools are used to:

- ▲ interact and develop new relationships with club members and potential new members.
- ▲ seek input on events
- ▲ seek participation in events
- ▲ Share media, such as photos, videos, etc.





MFHA recognizes that member fox-hunting clubs are already using social media for a variety of activities, and that its tools can be a force to disseminate information and grow club affinity.

Who Can Use Social Media Tools?

Anyone! Social media is by definition user-friendly. This is both its greatest strength and its greatest weakness.

Guidelines for the Safe Use of Social Media on the Internet

Contributing to collaborative activity managed on a social media site on the internet can seem daunting, particularly if you are doing so in an *official* capacity as master or hunt staff member. However, by following these simple guidelines you should be able to take an active part in this kind of activity safely.

- ▲ *Copyright:* ensure you are not infringing copyright rules. Don't post or share information without properly sourcing the information (i.e. photo courtesy XX). If you have any doubt, ask. Professional photographers are particularly sensitive about posting and reposting their work. Get permission, always.
- ▲ *Personal Responsibility:* you are personally responsible for content you publish into social media

tools – even if they are on the club's website, facebook page or twitter account. Be mindful that what you publish will be public for many years and has the capacity to "go viral" – which means spreading far and wide. Never post derogatory, defamatory or negative commentary about individuals or clubs. Never post information that is confidential.

- ▲ *Authenticity:* always be honest and open, but beware of the impact your contribution might make to people's perceptions of MFHA, your club and the sport as a whole. If you make a mistake in a contribution, be the first to come clean and admit it – honesty of this type quickly builds respect among other users.
- ▲ *Keep calm:* don't pick fights by escalating *heated* discussions but be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are *angry* ... leave it, calm down, and return to it at a later date when you can contribute in a calm and rational manner. Sometimes the best response is NO RESPONSE, especially if the comments are on someone else's facebook page or twitter account.
- ▲ *Inflammatory, un-sourced materials:* There is plenty of garbage floating around on the web. Some of that content is generated by those with a particular agenda. If something strikes you as inflam-

matory, or potentially rumor generating, or the slightest bit untrue, don't post it.

- ▲ As a group moderator, don't be shy about using your power to delete comments, particularly if they are derogatory, defamatory, promote illegal activity (such as drinking and driving) or don't reflect the mission of your club or reflect well on the MFHA or the sport of foxhunting. In the case of misinformation, the community is often self-policing. A recent example: A misinformed individual was critical of coyote hunting on the Covertsides facebook page. Given the number of hunts that now hunt both coyote and fox, or just coyote (such as those in the deep south and west), the facebook users gently corrected the individual before the Covertsides monitors could respond to the comments. This is how social media should work.
- ▲ *Personal judgement:* if you feel even slightly uneasy about something you are about to publish, then the chances are you shouldn't do it. Remember, the information you publish will be visible to other web users for a long time. If in doubt, leave it out.
- ▲ *Discretion:* don't discuss others without their prior approval. Let Jane Doe post her own account of falling off her horse. While everyone else might have found it funny, she may be more embarrassed than amused.
- ▲ *Respect:* don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would be unacceptable in any workplace or social situation. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics or/and religion.
- ▲ *Personal privacy:* avoid publishing any personal contact details where they can be accessed and used widely by people you did not intend to see them. It is better to contact an individual outside

the collaborative space if you want to take something *off-line*.

- ▲ *Etiquette:* before your first contribution on any social media site, it is a good idea to observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow.
- ▲ *Educate your membership:* with many people having cell phones with video capability, a situation or photo can be sent out to the world within seconds of it happening. Members should be advised that nothing should be sent specific to the hunt without permission from the Masters. They need to show the material to the Master and he or she can approve it being used. Also make sure guests are aware of this rule. If necessary, make it a hunt policy that cell phones can only be used during a hunt in the case of an emergency.

Social networks

Be careful of how you represent yourself on social networks as the lines between public and private, personal and professional are becoming increasingly blurred.

Groups on social networks: Hunt facebook pages work best if they are by invitation-only. These "private groups" allow the moderator to accept members, but not others. Moderators can block individuals who are problematic from their facebook presence.

