



**BADGER FACE TEXEL**  
— SHEEP SOCIETY —

**MEDIA POLICY**  
**ONLINE | DIGITAL | PRINT | SOCIAL**

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**Document Statement**

This document forms part of the governance framework of the Badger Face Texel Society Limited and constitutes the authoritative version, adopted under the Company Byelaws, effective April 2025.

It is held on record by Governance and Corporate Affairs and distributed by the Company Secretary to all key stakeholders, including Society members, the Board of Directors, the National Management Committee, external pedigree registration services or providers, and any other appointed executive, or independent personnel.

Extracted or summary versions may also be issued to affiliated external parties where relevant, to ensure compliance with the Society's governance framework.

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**The Badger Face Texel Society**

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— SHEEP SOCIETY —

## **CONTENTS**

### **SECTION**

- 1** ABOUT THIS POLICY
- 2** RESPONSIBILITY FOR IMPLEMENTING THIS POLICY
- 3** COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS
- 4** PROHIBITED USE
- 5** SOCIETY MEMBER USE OF MEDIA
- 6** MONITORING
- 7** BREACH OF THIS POLICY
- 8** LEGAL
- 9** RECORD OF AMENDMENTS

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### **MEDIA POLICY V1.0**

#### **1. ABOUT THIS POLICY**

- 1.1 This Media Policy ("Policy") is in place to minimise the risks to our organisation, Badger Face Texel Society Limited, known also as [The] Badger Face Texel [Sheep] Society, (referred to as "us", "we", "our", "society", "company", or "organisation").
- 1.2 For the purposes of this Policy, the term "media" shall be understood to include all forms of online, digital, and social media, as well as print-based promotional or communication materials. This includes (but is not limited to) websites, YouTube, Snapchat, TikTok, WhatsApp, Facebook (including Groups and Pages), LinkedIn, X (formerly Twitter), Google+, Instagram, and any other social networking sites, across all communication channels. It also applies to internet postings, blogs, and print formats of the same, including banners, flyers, and any perceived promotional, communication, or representative material. The Policy covers the use of media for Society-related purposes, as well as personal use that may affect the organisation in any way or could reasonably be perceived as a representation made on the organisation's behalf.
- 1.3 This Policy is applicable to all individuals who register with us, and to those who could reasonably be interpreted as direct extensions of those individuals and are acting on their behalf or interest (for example, but not limited to, a spouse, partner, parent, sibling, child), collectively referred to as "members". This Policy forms part of the rules under which membership is granted to our organisation and is incorporated into our Byelaws, also referred to as the Society Rule Book.
- 1.4 This Policy applies to all matters concerning the Badger Face Texel Society and is not intended to interfere with how members manage their private affairs or interests outside the Society. However, where a member's actions relate to Society operations, communications, or obligations, whether directly or indirectly, adherence to this policy is expected in line with any relevant legal or regulatory standards.

#### **2. RESPONSIBILITY FOR IMPLEMENTING THIS POLICY**

- 2.1 The Board of Directors has overall responsibility for the effective operation of this Policy but shall delegate day-to-day responsibility to Governance and Corporate Affairs.
- 2.2 Responsibility for reviewing this Policy to ensure it meets legal requirements, reflects best practice, and to make recommendations for change to minimise risk in all Society aspects, lies with Governance and Corporate Affairs. All changes to this Policy will be approved by the Board of Directors and all members will be advised of updates.

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## **BADGER FACE TEXEL**

— SHEEP SOCIETY —

- 2.3 Members are responsible for ensuring their own compliance with this Policy and are encouraged to read and understand its content in full. Questions regarding its content or application should be directed to Governance and Corporate Affairs.
- 2.4 A current version of this Policy shall be held on record by Governance and Corporate Affairs and made available upon request by the Company Secretary to all key stakeholders, including Society members, the Board of Directors, the National Management Committee, external pedigree registration providers, and any other appointed executive, independent, or inspection personnel.

### 3. COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS

- 3.1 When using media, whether via Society platforms or personal channels, members must ensure such use does not interfere with their role or responsibilities as a member, and must at all times comply with this Policy.
- 3.2 Members must not use media in any way that breaches other Society policies. This includes (but is not limited to) breaches of the Company Byelaws (also known as the Society Rule Book), the Society's Code of Conduct, any obligations under the rules of relevant regulatory bodies, or any applicable legal or regulatory requirements.

### 4. PROHIBITED USE

- 4.1 Members must not, directly or indirectly, make any media communications that could damage the Society's interests, reputation, external resources, employees, or members.
- 4.2 Members must not post comments about sensitive topics relating to the Society or fellow members, such as performance or financial matters, nor disclose or jeopardise trade secrets, confidential information, or intellectual property.
- 4.3 Members must not express opinions via media that appear to be made on behalf of the Society or fellow members, or could reasonably be perceived as such, unless they have received prior written authorisation from the Society or the member.
- 4.4 Members must not use media to engage in public arguments, inflammatory comments, or disrespectful discourse that could bring the Society into disrepute, including references to fellow members, other societies, agricultural organisations, events in which the Society is represented, or engaging in disrespectful commentary toward other members.
- 4.5 Members must not share, reproduce, or distribute Society documents, internal communications, or meeting notes via media channels without prior written permission.

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- 4.6 Members must not use media to defame, disparage, harass, bully, or unlawfully discriminate, or to impersonate or make false or misleading statements about the Society, its external resources, employees, members, or any other third party.
- 4.7 Members must not create, either directly or via a third party, any form of media page, profile, group, or other format that could reasonably be perceived by another person, authority, or the Society to have been created on the Society's behalf, or to suggest affiliation, by using terms such as "Badger Face Texel", "Badger Face Sheep", "Badgers", or any other reasonably interpreted or abbreviated term, with or without wording such as "Society", "Group", "Fans", or similar, unless prior written authorisation has been received from the Society.
- 4.8 Members must not purchase or create, either directly or via a third party, any form of digital or print media that could reasonably be perceived by another person, authority, or the Society to have been created on the Society's behalf, or to suggest affiliation, through the use of the Society's logos, trademarks, or any similar or implied name or mark, whether original, edited, or reasonably perceived as such, in any media, including social media posts (including private profiles), online, digital, or print formats, unless prior written authorisation has been received from the Society
- 4.9 Members must not purchase, either directly or via a third party, domains or create any form of website, email, or communication method that could reasonably be perceived by another person, authority, or the Society to have been created on the Society's behalf, or to suggest affiliation, by using terms such as "badgerfacetexel", "badgerfacesheep", "badgers", "bft", or any other reasonably interpreted or abbreviated version, with or without additional terms such as "Society", "Group", "Fans", or similar, unless prior written authorisation has been received from the Society.
- 4.10 Members must not use media to attempt to influence Society decision-making processes or outcomes in a way that bypasses the formal governance structure. This includes using social platforms to rally support, solicit votes, or promote factionalism outside of agreed procedures.

### 5. MEMBER USE OF MEDIA

- 5.1 Members must be respectful to others when making any statements via media and remain aware that they are personally responsible for all communications published online, which may be visible to anyone. If a member discloses affiliation with the Society on their profile or in any media post, the member must make it clear that the views do not represent those of the Society, unless expressly authorised in writing to speak on the Society's behalf, as outlined in Clause 5.2.

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## BADGER FACE TEXEL

— SHEEP SOCIETY —

- 5.2 In all cases where authorisation is required under this Policy, written permission must be obtained in advance from Governance and Corporate Affairs. Verbal approvals or informal acknowledgements do not constitute valid authorisation. The Society reserves the right to withdraw or amend permissions at any time if content is later deemed inappropriate or contrary to the Society's interests.
- 5.3 Any media created with the Society's authorisation in accordance with this Policy, whether for online, social media, or other digital forum use, shall remain the absolute property of the Society from the moment of creation (subject to the provisions of the Patents Act 1977 and the Copyright, Designs and Patents Act 1988).
- 5.4 Members who engage with media on behalf of the Society, or who are invited to contribute content, may be provided with access to the Society's *Media User Guidelines* or *Branding Guidelines* to support their role. These tools provide practical examples, tone guidance, and layout standards to ensure consistency with the Society's visual and reputational identity, and also include guidance on appropriate content and examples of encouraged versus discouraged posts.
- 5.5 Where there is any uncertainty or concern about whether a proposed use of media may breach this Policy or any other Society policy, or about the appropriateness of a statement or post, the content must not be published or shared until guidance has been sought from Governance and Corporate Affairs.

## 6. MONITORING

- 6.1 The Society reserves the right to monitor, intercept, and review, without further notice, members' activity involving any resource, communication system, or media account. This includes, but is not limited to, media postings and interactions which, in any reasonable perceived form by another person, authority, or the Society, risk bringing the Society into disrepute or causing reputational or branding harm.
- 6.2 All official Society media accounts are managed centrally under the authority of Governance and Corporate Affairs. Admin or moderator access is granted on a discretionary basis and must be surrendered promptly if requested for any reason, or when a user steps down. No restrictions to platform access held by the Society is permitted.

## 7. BREACH OF THIS POLICY

- 7.1 Given the potential impact on the Society, any breach of this Policy, or behaviour which may reasonably be interpreted as such, may result in disciplinary action, determined in accordance with the Society's Complaint Handling and Disciplinary Process, as defined

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— SHEEP SOCIETY —

in Section 4 of the Company Byelaws. Any member suspected of breaching this Policy will be expected to co-operate fully with any internal or third-party investigation.

- 7.2 If a member is unsure whether a proposed use of media may breach this Policy or any other Society policy, they must seek guidance from Governance and Corporate Affairs before proceeding. All Members may be required to remove any media content that the Society considers to be in breach of this Policy. The Society also reserves the right to intervene and remove such content on a member's behalf where appropriate.
- 7.3 Any media content that reflects poorly on the Society, or that is believed to be harmful, offensive, obscene, or otherwise in breach of this Policy, must be reported immediately to Governance and Corporate Affairs.
- 7.4 The Society reserves the right to suspend access to any Society-affiliated media platform, group, or communication function while an investigation into a suspected breach of this Policy is ongoing.

### 8. LEGAL FRAMEWORK

- 8.1 This Policy operates within the following statutory framework
  - 8.1.1 Companies Act 2006
  - 8.1.2 Human Rights Act 1998
  - 8.1.3 Equality Act 2010
  - 8.1.4 Defamation Act 1996
  - 8.1.5 Investigatory Powers Act 2016
  - 8.1.6 Electronic Communications Act 2000
  - 8.1.7 Communications Act 2003
  - 8.1.8 Patents Act 1977
  - 8.1.9 Copyright, Designs and Patents Act 1998
  - 8.1.10 Data Protection Act 2018 and General Data Protection Regulation (GDPR) 2016
- 8.2 In addition to the legislation listed in Clause 8.1, members are expected to comply with all other applicable laws and regulations relating to the use of media, digital communication, personal conduct, and privacy. The list provided is not exhaustive.

### 9. SUMMARY OF AMENDMENTS

VERSION	DATE ISSUED	SUMMARY OF CHANGES	AUTHOR
V1.0	April 2025	New Policy	Christine Shaw

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