



Custodians Position Statement

Responsible Behaviour on Social Media

Version 1:

March 2025

Custodians is committed to fostering a respectful, inclusive, and positive online environment. Social media is a powerful tool for communication and engagement, and it is our responsibility to use it thoughtfully and responsibly.

By adhering to the following guidelines, our Association and our members can contribute to a healthier and more respectful online community.

1. **Respect and Kindness:** Always treat others with respect and kindness, both online and offline. Avoid any form of harassment, bullying, or discriminatory behaviour
2. **Accuracy and Integrity:** Share information that is accurate and verified. Avoid spreading rumours, misinformation, or content that could be misleading.
3. **Constructive Dialogue:** Engage in constructive and meaningful conversations. Encourage diverse perspectives and respect differing opinions.
4. **Privacy and Confidentiality:** Respect the privacy and confidentiality of others. Do not share personal or sensitive information without consent.
5. **Legal and Ethical Conduct:** Adhere to all applicable laws and regulations. Avoid sharing or endorsing content that is illegal or unethical.

Custodians' reaction to Irresponsible Social Media Posts

Before reacting to a social media post, it is important for the responsible persons / task team within Custodians to assess:

- the content,
- its potential impact, and

- whether it violates our values or policies.

The following action could be taken, should it be found that the content provides misinformation, disinformation, illegal or illegitimate hunting practices or any other information which would:

- have a negative impact on the image of responsible hunting;
- be to the detriment of the image of South Africa as a preferred hunting destination;
- harm the image of the South African professional hunting industry; and/or
- violate our Association's values and policies:

1. Custodians members:

- a. On our own social media platforms:
To be dealt with according to the rules of our own social media platforms
- b. In general (our own or other social media platforms):
To be dealt with, within the prescriptions of the Disciplinary Rules.

2. External parties:

- a. Engage Privately: If appropriate, reach out to the individual or organization privately to address the issue. This can help resolve conflicts without escalating the situation publicly.
- b. Respond with a calm and professional demeanour. Avoid engaging in intense arguments or confrontations.
- c. If the post contains misinformation, provide accurate and verified information to counteract false claims. Do so respectfully and with evidence.

3. In general:

- a. Focus on amplifying positive and constructive messages that align with our values. Highlight and support content that promotes respectful and meaningful dialogue.
- b. If the post violates platform policies or contains harmful content, report, or flag it to the social media platform for review.
