

Social Media Policy

Effective Date: October 1, 2025

This Social Media Policy (“Policy”) outlines how **RSG New Zealand Limited** (“RSG”, “we”, “our”, or “us”) manages its official social media accounts and how we expect users to engage with us on these platforms.

Our aim is to foster open, respectful, and informative interactions that support our mission to serve the sheep and goat industry and broader agricultural community.

This Policy applies to all official RSG New Zealand social media channels, including but not limited to Facebook, Instagram, LinkedIn, YouTube, and other platforms we may use from time to time.

1. Our Use of Social Media

We use social media to:

- Share information about our products, services, and initiatives.
- Provide updates about events, research, and industry news.
- Engage with customers, producers, and the wider community.
- Promote education, sustainability, and youth programs.

2. Community Guidelines

We welcome your comments, questions, and feedback on our social media channels. To maintain a positive and safe environment, we ask all users to follow these guidelines:

- **Be respectful:** No offensive, abusive, harassing, or discriminatory language.
- **Stay relevant:** Keep comments related to the post or topic.
- **No spam:** Do not post repetitive, commercial, or irrelevant content.
- **No illegal content:** Do not share material that is defamatory, obscene, fraudulent, misleading, or that infringes intellectual property rights.
- **Protect privacy:** Do not post personal information (yours or others’) such as addresses, phone numbers, or account details.

We reserve the right to remove, hide, or report any content that violates these guidelines, and to block users who repeatedly breach them.

3. Our Responsibilities

- We monitor our social media channels regularly but may not respond immediately.
 - We do not guarantee that we will reply to every comment, message, or query posted on our accounts.
 - Information shared on our social channels is correct at the time of posting, but may change without notice. For official information, please visit our website at www.rsg.nz.
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4. Intellectual Property

- All material posted by RSG on social media channels is protected by copyright, trademark, and other intellectual property laws.
 - You may share or link to our posts for personal or non-commercial use, provided our content is not altered and proper credit is given.
 - You must not use our content for commercial purposes without prior written consent.
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5. Privacy

- By engaging with our social media channels, you may provide personal information (e.g., through comments or messages).
 - We will handle personal information in accordance with the **New Zealand Privacy Act 2020** and our [Privacy Policy].
 - Please avoid posting sensitive or confidential information publicly.
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6. Third-Party Content

- Our social media channels may share links to third-party websites or content. We do not endorse or control these third parties and are not responsible for their content, accuracy, or practices.
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7. Changes to This Policy

We may update this Policy from time to time to reflect changes in our practices, platforms, or legal obligations. Updates will be published on our website at www.rsg.nz.

8. Contact Us

If you have questions about this Policy or our social media practices, please contact us:

RSG New Zealand Limited

78 Strawberry Fields Lane, RD 3, Tamahere, Hamilton, 3283

Email: office@rsg.nz

Phone: 027 280 1805