

## Social media house rules

Meat & Livestock Australia uses social media in multiple ways. We share news and information, engage in relevant industry discussions, and raise awareness about Australian red meat attributes by promoting upcoming events and sharing Aussie beef, lamb and goatmeat cooking ideas and inspiration.

We encourage users to participate in healthy and on-topic discussions on our social media channels and within our content comment threads. We encourage respectful, kind and courteous engagement and encourage diverse viewpoints; however we reserve the right to remove and/or report posts or comments that breach our house rules, including any containing:

- offensive or violent language
- hateful or discriminatory comments
- links or comments containing sexually explicit content material
- violations of copyright or intellectual property rights
- spam, link baiting or files containing viruses that could cause damage
- attacks on specific groups or any comments meant to harass, threaten or abuse an individual
- commercial solicitations or promotions
- trolling posts or deliberately disruptive conversations
- inaccurate or misleading statements about our organisation, its products and its people
- posts which incite off-topic discussion, including, but not limited to, political commentary
- promotion of activity in contravention of the law.

MLA may, at its discretion, block from our social media channels and websites any user who breaks these house rules. If you consider a user post to be violating these rules, please report it to us (see contact us options below).

Please note we will not censor or remove comments without reasonable justification.

### **Don't share your personal or confidential information**

Please remember social media channels are public platforms and you should only share information you are happy for the general public to see. Please don't share your personal information such as your phone number, email address, health information or any other personal information. Please do not share confidential information. MLA will not be liable for any loss, costs, claims, damages and/or expenses arising from disclosure of confidential or private information posted on MLA social media.

### **Contact us – we're here to help**

If users have any comments, questions or concerns about our social media channels, please contact us and we'll aim to answer any reasonable question in a timely manner. You can

contact us through the relevant social media platform (where applicable) or through the relevant [contact details for your location](#).

## Terms

[MLA's Website Terms of Use](#) apply to any use of our social media channels, and a reference to a website in those terms can be treated as a reference to our social media channels.

Care has been taken to ensure the accuracy of the information contained on our social media channels. However, MLA does not accept responsibility for the accuracy, currency or completeness of the information or opinions contained on our social media channels.

MLA's social media channels are intended to provide general information only without taking into account your specific circumstances, objectives, or needs. You should make your own enquiries before making decisions concerning your interests. Your use of, or reliance on, any content is entirely at your own risk and MLA accepts no liability for any losses or damages incurred by you as a result of that use or reliance.

Views and opinions expressed within our social media channels should not be taken as official policy or opinions of MLA, its representatives and affiliates. MLA does not endorse any opinion or recommendation posted on its social media channels.

We strongly recommend that you exercise discretion and scepticism and that you obtain professional advice before relying on any posting. If you do rely on any information in a posting, you do so solely at your own risk. No responsibility or liability for the comments of users on this page will be accepted by MLA, its representatives and/or affiliates. The appearance of external links or the use of third-party applications on this site do not constitute official endorsement by MLA.

Information contained herein may be obtained from a variety of third-party sources. While MLA endeavours to verify third-party information it cannot verify all third-party information. Forecasts and projections are, by their nature, imprecise and subject to a high degree of uncertainty. While care has been taken in preparing these forecasts and projections, actual results may vary in a material way and past performance is not a reliable indicator of future performance.

You should make your own enquiries before making decisions concerning your interests. Your use of, or reliance on, any content is entirely at your own risk and MLA accepts no liability for any losses or damages incurred by you as a result of that use or reliance.