

Australian Limousin Breeder's Society (ALBS) Marketing and Media Policy

1. Purpose and Scope

This policy outlines the principles, responsibilities, and standards guiding all marketing activities of ALBS. It applies to all members, staff, contractors, and partners involved in the creation, approval, and distribution of marketing materials or campaigns, including digital, print, social media, email, events, and community outreach.

2. Accuracy and Reliability

2.1 Truthful Representation

All marketing content must be factually accurate, verifiable, and not misleading in any form. This includes:

- Service descriptions
- Member benefits
- Pricing and offers
- Testimonials and case studies

2.2 Clarity of Claims

- Claims (e.g., "industry-leading", "guaranteed results") must be substantiated with evidence or explained clearly.
- Marketing content should not exaggerate benefits or omit key terms.

2.3 Consistency with ALBS Mission

All communications must align with ALBS's purpose of supporting the Strategic Plan 2025, professional learning and business development, upholding the ALBS's credibility and trust.

3. Ethics and Legality

3.1 Compliance with Legal Standards

All marketing materials must comply with:

- Advertising laws (e.g., Advertising Standards Authority guidelines)
- Copyright law (no unauthorised use of images, text, or music)
- Data protection and privacy laws

3.2 Ethical Promotion

- No deceptive tactics (e.g., false scarcity, bait-and-switch techniques)
- No fear-based messaging or discriminatory language
- All discounts and offers must be clearly defined, with terms disclosed

3.3 Disclaimer Usage

"All content and offers are subject to change without notice. ALBS makes every effort to ensure accuracy but does not warrant that all information is error-free. Content is provided 'as is' without any warranty, express or implied."

4. Community Guidelines (for User-Generated Marketing or Testimonials)

4.1 Contributor Conduct

User-submitted content (reviews, testimonials, endorsements) used in marketing must meet these standards:

- No defamatory, offensive, or harmful language
- No misleading or fraudulent claims
- Must not be presented as professional advice (e.g., legal or financial)

4.2 Moderation and Verification

- ALBS reserves the right to edit, reject, or remove any user-generated content used in marketing.
- All user-generated content provided to ALBS remains the property of ALBS to use within its marketing strategy without reservation or limitation.
- Testimonials may be verified via written confirmation only.

4.3 Liability Disclaimer

"ALBS takes no responsibility for the accuracy of testimonials or statements provided by users. These reflect individual experiences and may not represent typical results."

4.4 Content Creation

Advertorial

Advertorial' is the term for media content that looks like editorial content but is published under a commercial arrangement between an advertiser, promoter or sponsor of goods and/or services and the publisher.

Such commercial arrangements may include payment for articles to be published and undertakings that editorial content will be published in exchange for, or as part of, an agreement to place an advertisement or provide a sponsorship.

'Advertorials' should be identified by such terms as "advertisement", "advertising feature", "advertiser content", "sponsored feature" and the like so that readers are not led to believe that their content is based on editorial news values free of commercial influences.

Editorial

A news editorial is a journalistic piece that expresses an opinion or perspective on current events, aiming to influence public opinion and promote discourse. It is typically written by professional journalists or media outlets.

Effective news editorials combine clear, persuasive writing with well-researched arguments and evidence to shape readers' understanding of important issues.

5. Brand Representation

5.1 Tone and Language

All marketing materials must reflect ALBS's brand values—professional, inclusive, empowering, and supportive.

5.2 Use of Logo and Visual Identity

- The ALBS logo, colours, and design elements must be used in accordance with the brand values.
- Unauthorised or inconsistent use is prohibited and may be subject to correction or removal.

6. Digital Marketing and Data Use

6.1 Responsible Use of Data

- Consent must be obtained before collecting or using personal data for email marketing or retargeting.
- Users must be able to opt-out easily.

6.2 Social Media Conduct

- Must comply with ALBS's Social Media Policy.
- Posts must be respectful, non-political, and inclusive.
- No trolling, flaming, or engaging with inflammatory content.
- Community interactions must be managed respectfully and in line with community standards.

7. Internal Approval Process

7.1 Content Review

All marketing content must be reviewed by the ALBS Marketing Team before publication.

7.2 Risk and Escalation

If content presents potential legal or reputational risk, it must be escalated to the Executive Team for approval.

8. Breach and Enforcement

Violations of this policy may result in:

- Content removal or correction
- Disciplinary action (for staff or contributors)
- Termination of third-party contracts (for partners or vendors)

9. Review and Updates

This policy will be reviewed annually or in response to legal or operational changes. The latest version will always be available on the ALBS internal and member platforms.