



A Statement from the Chairman

for the members of the **British Limousin Cattle Society**

March 2021

Dear Members,

I had always envisaged routinely sending out updates throughout my term as Chairman but I am extremely saddened that my first of these has to be on a very serious issue - CYBER BULLYING / FAKE NEWS! The vast majority of the membership who use social media are inspiring, positive and proudly showcasing the breed however the problem comes from a small minority who spoil it for the rest of the society.

In my short time as Chairman, I am concerned by the serious cases of cyber bullying against members of staff, Council representatives and Society members as well as the use of edited media to promote fake news. This is unacceptable and anyone found to be cyber bullying/harassing or advocating/inciting such posts are putting their membership and herd status at risk, as detailed within the BLCS Social Media Policy. On such matters, Mr Booth of AH & KJ Booth went before the disciplinary committee, pleaded guilty and subsequently failed to fulfil the penalty handed down by the panel. As such the full Council had no alternative but to terminate the membership and suspend the herd.

Anyone who uses social media is personally accountable for their posts, comments, shares, likes etc. and any aimed at discrediting, humiliating, attacking or causing distress to members, Council or staff will be given the utmost attention. The repercussions of such vitriolic online activity are widespread. My own children are grown up and I have seen the upset such targeted posts have had on them, I can only imagine how much worse this must be for members with younger families. Internet abuse is documented all too often in the National press and we have seen the new BE KIND movement as a result. Please remember this when you see such posts and scroll past or block/unfriend those whose aim is to cause upset or proliferate fake news.

I hope all of the membership and their families continue to keep safe. The membership needs to continue moving forward and the use of social media to promote our breed and share information is a beneficial platform for doing so. I look forward to meeting more of you in the future as restrictions ease and we can get back to fully advocating our breed at shows and sales.

Regards

Harry