



IAF social media and online presence posting rules:

Recalling the constitutional objectives of the IAF as outlined in article 2 (objectives) of its constitution:

“Article 2: Objectives.

2.1. As an international federation of falconry organisations, the objectives of the I.A.F. are:

2.1.1. To represent falconry throughout the world. Falconry is the traditional sport of taking quarry in its natural state and habitat by means of trained birds of prey. It is a hunting art.

2.1.2. To preserve and encourage falconry within the context of sustainable use of wildlife.

2.1.3. To encourage conservation, the ecological and veterinary research on birds of prey and promote, under scientific guidance, domestic propagation for falconry.

2.1.4. To develop, maintain and amend national and international laws, treaties and conventions to permit the pursuit and perpetuation of falconry.

2.1.5. To require the observation of falconry, hunting, conservation and welfare laws, regulations, traditions and culture with regard to the taking, import, export and keeping of birds of prey, the taking of quarry species and the right of access to land in the country concerned.

2.1.6. To promote and uphold a positive public image of falconry with specialist organisations which regulate or otherwise affect falconry.”

Considering the former, the purpose of the following social media posting rules is to give guidance to those posting on IAF affiliated social media pages and groups in order to avoid posts of political or legal sensitivity to IAF or falconry. It is to be distributed to all IAF Working Groups and individuals managing IAF social media sites. Further additions and modifications may be made to reflect political and cultural sensitivities, please contact info@iaf.org or muehle@iaf.org with any suggestions.

- 1) There may be no promotion of **competitions showcasing raptors chasing live animals** using the IAF logo or on any IAF affiliated social media and internet pages. If in doubt, please contact the IAF secretariat.
- 2) No IAF publication may include photos or accounts of raptors used for falconry or even wild raptors killing **endangered species as listed on the IUCN Red list**. These reports may be acceptable in a historic context. If in doubt, the poster must confirm with the IAF
- 3) No IAF publications may show **prey** being plucked or eaten by raptors whilst still alive, even if this is part of its natural behaviour.
- 4) No promotion of **commercial products** on IAF social media platforms without express consent from the IAF secretariat, working under the IAF President and Board.
- 5) There must be a focus on **neutrality and balanced content, particularly** in countries where there is more than one IAF affiliated falconry club or organization or where controversy may exist. It is recommendable to check with all the relevant IAF member organizations within a country before publishing anything about their falconry politics or history.
- 6) Every social media post ought to be double checked for **spelling mistakes** before publishing.
- 7) No IAF social media page is to use **automatic translation software** in any way, as falconry vocabulary is especially prone to mistranslation by automatic software.
- 8) Any depictions of falconry birds must show birds in **perfect condition and impeccable equipment**. Birds with feather or cere damage may only be shown for welfare education purposes and this must be clearly stated.
- 9) No IAF publication is to include **pictures of owls, represented as falconry birds, unless there is a clear situation where the owl is being actively used for falconry as defined by the IAF**.
- 10) IAF accepts that falconers can be involved in **other activities related to the use of birds of prey** or to the techniques borrowed from falconry, such as rehabilitation or bird abatement, but social media postings referencing these other activities should be done with care and be sensitive to the definition in the IAF Constitution - “Falconry is the traditional sport of taking quarry in its natural state and habitat by means of trained birds of prey”. The IAF does not support the keeping birds of prey for fun or display if they are not flown.
- 11) Posts which show individuals **breaking the law** or engaging in activities which are harmful or **detrimental to the welfare** to a bird of prey may not be posted.
- 12) Do not republish **copyright material** without the permission (ideally in writing) and attribution to the author, including photos. Provide the photographer’s name when publishing photos.
- 13) If posts include **pictures of minors**, ensure that you have the permission of a parent to use their pictures (If in the context of a school activity, both this permission and the photo credits may be attained via their school).
- 14) **Posts by visitors** to our pages which do not comply with the above will be deleted from IAF social media pages and their authors will be appraised as to the reasons for this. IAF reserves the right to remove any posts which it considers **detrimental to the art of falconry**. Where there is uncertainty regarding this, please contact the IAF Secretariat.