

## **Social Media Policy**

Ontario Equestrian's employees, board and volunteers reflect a diverse set of customs, values and points of view. As representatives of Ontario Equestrian, we require all parties to exercise good judgment in their use of social media and conduct themselves in a responsible and respectful manner. There is a difference between speaking on behalf of the organization versus speaking about it.

For this policy, social media refers to publications and commentary on social networking sites such as: Facebook, Twitter, Instagram, YouTube, LinkedIn, and Snapchat as well as blogs and discussion boards. Ontario Equestrian has developed the following policies and guidelines outlining both acceptable official and personal use of social media. Ontario Equestrian employees, volunteers and board members are free to publish or comment via social media in accordance with this policy.

### **Official Use Social Media Policy**

Official use refers to anyone posting as or on behalf of the organization and may include reference of Ontario Equestrian in their user name or description. The following are guidelines for using Ontario Equestrian social media channels in an official capacity:

1. The purpose of using social media channels on behalf of Ontario Equestrian is to support and amplify the organization's mission, goals, programs, efforts and events, including news, information, content and objectives.
2. Ontario Equestrian's social media assets are to be used for positive interaction. Please refrain from posting negative comments or criticizing anything; including riders, officials, coaches, or organizations.
3. If an error is made when posting content, it should be corrected quickly and note the change. If accused of posting something incorrect, seek official response from the appropriate department and correct the content immediately.
4. When posting on behalf of Ontario Equestrian, professionalism and quality must be maintained. This includes ensuring use of proper grammar, syntax, style and accuracy of information in all posts. All hashtags must be professionally appropriate for use and researched to ensure relevance.
5. When posting on behalf of Ontario Equestrian, refrain from reporting, speculating, discussing or giving opinions on Ontario Equestrian topics or personalities that could be considered sensitive, confidential or disparaging.
6. Confidential or proprietary information that has been shared with you should not be publicized on social media channels.
7. All communications on behalf of Ontario Equestrian will be respectful of others. This includes zero tolerance for slurs, offensive comments, defamatory comments, personal insults, and obscenities. Representatives of Ontario Equestrian must also thoughtfully consider privacy for sensitive topics, such as politics and religion.
8. Posters are encouraged to tag the accounts and images of players and coaches as long this does not release any personal information the subject does not already have on their account.

9. Posters cannot use official social media channels to promote goods or services not affiliated with Ontario Equestrian.
10. When material is posted on Ontario Equestrian's social sites that does not follow the Social Media Policy, that material will be removed promptly or the individual who posted via an affiliated account will be asked to remove said post.
11. Ontario Equestrian will respond to direct messages in a timely, positive manner.
12. Ontario Equestrian will give credit where due when using or re-sharing another party's content including member posts.

### **Personal Use Social Media Policy**

Personal use refers to posts about Ontario Equestrian through a personal, non-official account belonging to an employee, volunteer or board member. The following are guidelines for using social media channels in a personal capacity:

1. It is not the intent of Ontario Equestrian to monitor accounts, so please be proactively positive, humble and professional.
2. As in all communications, employees, volunteers and board members should be consistent in their message when posting about Ontario Equestrian. Posters are not permitted to post information, photos or other representations of inappropriate behavior, or items that could be interpreted as demeaning or inflammatory.
3. If you see a misrepresentation of Ontario Equestrian in the media, please notify the Marketing and Communications Manager. Lively conversations are encouraged, but if you feel the values of Ontario Equestrian are being contradicted by a post or comment, it should be immediately reported to Ontario Equestrian to allow for a timely response from the organization with the backing of the targeted department. All incidents and responses will be documented internally for archiving purposes.
4. When helping to share and promote Ontario Equestrian content via personal social media channels, some helpful tips include:
  - Encourage others to re-share Ontario Equestrian content
  - Use relevant hashtags provided by Ontario Equestrian's posts
  - Include correct links to webpages or other destination content