

## **OEA - Social Media Policy**

Social Media refers to all posts, publications and other content on social networking sites such as Instagram, TikTok, Facebook, Twitter, YouTube as well as the OEA website and other discussion boards. The following policies and guidelines are intended to apply both to OEA Directors as well as OEA members.

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

Official use refers to anyone posting as or on behalf of the organization and may include reference to the Ontario Eventing Association. Specific guidelines and principles are as follows:

1. The primary purpose of using social media channels on behalf of OEA is to support and communicate the OEA mandate, highlight initiatives and events, clarify information related to eventing in Ontario, and connect members and supporters of the sport.
2. When posting on behalf of the OEA, professionalism, accuracy 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.
3. All OEA posts must refrain from reporting, speculating, discussing or giving opinions on OEA or other related topics or personalities that could be considered sensitive, confidential or disparaging.
4. OEA'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.
5. Confidential or proprietary information that has been shared with OEA Directors or members should not be publicized on social media channels.
6. All communications on behalf of OEA will be respectful of others. This includes zero tolerance for slurs, offensive comments, defamatory comments, personal insults, and obscenities.
7. Posters cannot use official social media channels to promote goods or services not affiliated with OEA.
8. When material is posted on OEA'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.
9. OEA will respond to direct messages in a timely, positive manner.
10. OEA will only post photographic images with permission and with credit to the original photographer (with tagging where possible)

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

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

1. It is not the intent of OEA to monitor accounts, so please be proactively positive, humble and professional.
2. As in all communications, volunteers and board members should be consistent in their message when posting about the OEA. 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. When helping to share and promote OEA content via personal social media channels, some helpful tips include:
  - Encourage others to re-share OEA content
  - Use relevant hashtags provided by OEA's posts
  - Include correct links to webpages or other destination content

*Approved June 14, 2021*