



## **Alberta Dressage Association Social Media Policy**

### **Objective:**

This policy aims to guide the Communications Director in crafting and overseeing content on social media platforms to ensure it reflects the values and objectives of the Alberta Dressage Association (ADA), safeguards our members, and minimizes risks to the organization.

### **Scope:**

This policy applies to all social media content posted, shared and 'liked' on behalf of the ADA, including but not limited to Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube.

## **Guidelines for Social Media Use**

### **Adhere to Our Core Values:**

All posts must align with the ADA's mission to promote dressage among youth, fostering an environment of respect, integrity, inclusivity, and sportsmanship. Content should encourage positive engagement in dressage and related activities.

### **Respect Privacy:**

Obtain consent through our Media Release document before posting images or videos featuring minors, members, or any individuals. Do not share personal information without explicit permission.

### **Maintain Professionalism:**

Language and imagery must remain professional and respectful at all times. Avoid slang, jargon, or language that could be interpreted as disrespectful or offensive.

### **Factual Accuracy:**

Ensure all information shared is accurate and verified to the best of our ability.

### **Handle Criticism Constructively:**

Respond to comments and criticism professionally and constructively, seeking to resolve any issues or misunderstandings amicably.



### **Prohibit Discrimination and Harassment:**

Posts must not contain discriminatory, harassing, or inflammatory content. This includes avoiding stereotypes, derogatory language, or any content that could alienate or offend individuals based on race, gender, sexuality, religion, nationality, or any other characteristic.

### **Protect the Organization's Image:**

Avoid engaging in public disputes or discussions that could damage the reputation of the ADA. Any sensitive issues should be addressed offline in a professional manner.

### **Compliance with Laws and Regulations:**

Ensure compliance with all relevant laws, regulations, and platform-specific rules, especially those relating to marketing, advertising, and privacy.

### **Regular Monitoring and Review:**

Monitor social media channels regularly for engagement, feedback, and any signs of potential issues. Review the policy annually or as needed to adapt to new social media trends, platforms, and regulations.

### **Enforcement and Reporting:**

Violations of this policy may result in disciplinary action, up to and including termination of responsibilities. Any concerns or violations should be reported immediately to the ADA's Executive.

The Communication Coordinator, along with the Board of Directors, play a crucial role in shaping the online presence of the ADA. By adhering to these guidelines, we can ensure our social media efforts support our mission, protect our members, and enhance our reputation in the community.