

## COMMUNICATIONS SOCIAL MEDIA ETIQUETTE AND GUIDELINES

Our organization is growing in scope and working to expand the opportunities for today's and future horse enthusiasts. With that in mind, it is important to take this opportunity to review and in some instances, adopt certain guidelines or etiquette for *Ohio Horseman's Council*-associated social media formats. These include, but are not limited to, Facebook, Twitter, our State or local chapter websites.

It is important to note that these guidelines are meant to enhance the dissemination of pertinent information amongst the membership on a variety of horse-related topics and interests while maintaining an atmosphere of professionalism and fellowship.

Guidelines to keep in mind include:

- When joining our *Ohio Horseman's Council* family, the member agrees to adopt and conduct themselves in accordance with the *Ohio Horseman's Council Code of Ethics*. (a copy can be found in the 2015 Directory and on our State website, [ohconline.com](http://ohconline.com))
- With specific regards to Facebook postings, including those of individual chapters, we ask that users refrain from any negative posts about past or present members or any other equine organization or individual. A person posting anything negative on the page should be given a warning by their respective chapter's designated webmaster, FB administrator or chapter officer(s). Should such negativity continue, the chapter officer(s) may elect to disallow further access to the social media format(s), e.g. Facebook postings, by that individual.
- If there is ever any question as to the appropriateness of a particular posting, the chapter officer(s) may always direct the matter to their regional representative, mentor or State President directly.

We encourage all chapters with social media format(s) to adopt such aforementioned guidelines for etiquette. Please remember that OHC postings are read not just by members, but by the horse-loving public too!

Respectfully,

Theresa M. Burke, DVM  
OHC Communications Chair