



Social Media Policy

1. PURPOSE

Ontario Equestrian (OE) recognizes that social media, used in a responsible manner, is an effective tool for positive communication about the organization and among its stakeholders. The purpose of this policy is to safeguard the organization's integrity, image and brand. All representatives of OE are required to exercise good judgment in their use of social media and conduct themselves in a responsible and respectful manner when contributing and interacting in online spaces.

2. DEFINITIONS

The following terms have these meanings in this Policy:

- a) *Athlete*: an individual registered with OE or its affiliated organizations and participates in equestrian sport.
- b) *Coach*: an individual who is registered or recognized by OE and who is responsible for the instruction, training, or supervision of Athletes in equestrian sport.
- c) *Employee*: An individual employed by OE operating in a full-time, part-time, term, contract, or voluntary capacity.
- d) *Official use*: Refers to anyone posting on behalf of the organization, with any form of OE in their username or description.
- e) *Personal use*: Refers to posts about OE through a personal, non-affiliated account of any Stakeholder. OE Employees are free to publish or comment via social media in accordance with this policy.
- f) *Social media*: Should be understood in its broadest interpretation to include but is not limited to Facebook, TikTok, Instagram, X, YouTube, blogs, electronic newsletters, online forums and other sites and services that permit users to share information with others in a contemporaneous matter.

3. SCOPE

This Policy is applicable to all OE stakeholders including Athletes, Coaches, volunteers, stakeholders, and OE Employees. This Policy is not intended to interfere with the private lives of our Employees or to impinge on the right to freedom of speech.

4. GUIDELINES

The purpose of using social media channels representing OE is to support the organization's identity statement, values, goals, programs, efforts and events, including news, information, content and objectives.

When posting for either official or personal use, refrain from reporting, speculation, discussion or giving opinions on OE topics or personalities that could be considered sensitive, confidential or disparaging. Confidential or proprietary information that has been shared with you should not be publicized on social media channels.

As in all communications, Stakeholders should be consistent in their message when posting about OE. Users are not permitted to post information, photos or other representations of inappropriate behaviour, or items that could be interpreted as demeaning or inflammatory.

All communications will be positive and respectful of others. This includes the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults and obscenity) but also proper consideration of privacy of objectionable topics, such as politics and religion.

Stakeholders are encouraged to tag the accounts of Athletes and Coaches, along with images, provided the action does not release any personal information the subject does not already have on their account/handle.

When representing OE, professionalism and quality must be maintained. This includes the use of proper grammar, syntax, style and accuracy of information in all posts. All communications should adhere to the brand guidelines and established online voice of OE.

Stakeholders will not use social media to promote goods or services not affiliated with OE.

Material posted on OE media platforms that does not follow this Policy, will be promptly removed or the individual who posted on an affiliated account will be asked to remove said post.

5. REPORTING

If a misrepresentation of OE is seen in the media, you may report it to OE at b.hall@ontarioequestrian.ca. Conversations are encouraged, but if you feel the values of OE are being contradicted, please address the issue immediately.

If an error is made, correct it quickly and if you modify an earlier post, make it known that you have done so. If accused of posting something incorrect, you may seek an official response from OE at b.hall@ontarioequestrian.ca.

6. POLICY ADHERENCE

This Policy has been written to compliment the OE Code of Conduct which outlines the expectations of OE with regards to providing a safe environment in which all individuals and groups are treated with respect and dignity in an environment valuing equity, diversity, and inclusion. Breach of its guidelines may be subject to disciplinary action.

This Policy serves as a framework to ensure Social Media is used in a responsible manner, but does not cover every situation.

If you are unclear about the requirements of this Policy, please contact the Executive Director at OE as follows:

Ontario Equestrian

320 Harry Walker Parkway North

Unit 2

Newmarket, ON L3Y 7B8

905.709.6545

Reviewed and Approved by the OE Board of Directors: March 25, 2026

Effective Date: March 25, 2026