



## Social Media Policy

### Preamble

Social media can serve as a positive and productive venue for RMHA members to celebrate and raise public awareness regarding the Rocky Mountain Horse, and RMHA certainly wishes to promote and encourage the free exchange of ideas among our members. We nevertheless ask our members who use social media to remember that RMHA membership is a privilege, not a right - and with the privilege of RMHA membership comes the responsibility to conduct one's activities on social media in a manner that brings honor and credit to our association, its values, and objectives.

Accordingly, continued RMHA membership in good standing is conditioned upon our members' compliance with the following guidelines when using social media; particularly in any capacity that identifies one's association with the RMHA or its activities in any respect.

### Definition and Scope

For the purposes of this Social Media Policy, the term "social media" refers to web-based and mobile applications that facilitate the posting of user-created content and social interaction via comments and other methods of expression ("likes," etc.), such as Facebook, Linked In, Instagram, Tik Tok, Yelp, X (formerly Twitter), and similar sites/applications.

This policy shall apply to ***all*** RMHA member social media participation, whether the same occurs on RMHA-sponsored or associated "pages" or elsewhere. This policy shall not be construed in a manner that restricts protected or required communications under state or federal law.

### Guidelines

- 1) RMHA members shall conduct themselves on social media in a civil, responsible, and professional manner that demonstrates respect for other views, opinions, perspectives, and backgrounds.
- 2) RMHA members shall conduct themselves on social media with honesty, integrity, and fairness.
- 3) RMHA members shall not engage in personal attacks nor disparage individual RMHA members, officers, directors, judges, sponsors, advertisers, employees, or competitors.
- 4) RMHA reserves the right to ask any RMHA member to delete, remove, or otherwise withdraw any social media post or comment, regardless of venue, platform, or context, that in the RMHA's sole judgment brings disrepute upon our organization due to its dishonest, disrespectful, disparaging, offensive, or harassing character.
- 5) An RMHA member's refusal to comply with such a request will subject the member to disciplinary action that may include the denial, suspension, or revocation of membership or specific privileges associated with membership.