

**United States Equestrian Federation
Social Media Policy for Board of Directors,
Council Members, Committee Members, Working Group Members,
Selectors, Task Force Members**

Introduction

This Social Media Policy (“Policy”) governs the publication of and commentary via social media by members of the United States Equestrian Federation (“USEF”) Board of Directors, Council Members, Committee Members, Working Group Members, Selectors, Task Force Members (collectively “Volunteers”) when they are speaking as a USEF Volunteer or can be perceived as speaking as a USEF Volunteer. For the purposes of this Policy, social media means any tool for online publication and commentary, including, but not limited to blogs, wikis, Facebook, LinkedIn, Twitter, Instagram, Snapchat, Flickr, YouTube, and any other new media.

Posts on social media can help USEF expand its reach and increase its impact by: helping to raise awareness about the mission and work of the Board and the association, building a sense of community among members and potential members, providing a virtual means to engage members and potential members, and more. The USEF Communications Department is responsible for social media posts on behalf of USEF.

Social media is an effective communication tool but sometimes it can be challenging for volunteers to reconcile their public and private social media activities in terms of their role as a USEF Volunteer. It is difficult also to differentiate between social media activities as a USEF Volunteer and as a volunteer for another association. Social media is designed for self-expression and encourages conversations. This Policy provides a framework for USEF Volunteers to engage in these activities effectively and ethically.

Statement of Policy

While serving as a USEF Volunteer, USEF Volunteers are granted permission to use social media as a conduit for informing their respective breed/discipline members about actions and initiatives of USEF and work of the Board. This needs to occur in a professional and ethical manner.

Publication and commentary via social media channels carries similar obligations to other USEF publications or commentary. All uses of social media must follow the same ethical standards that USEF Volunteers follow in their face-to-face Board or committee practices. USEF Volunteers must comply with the USEF Code of Ethics, Conflict of Interest Policy, Safe Sport Policy, and for Board members the Board Member Contract when posting on social media sites.

Volunteers must adhere to the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including USEF’s own trademarks, copyrights, and brands. Certain protected terminology, marks, and logos cannot be used in social media without prior written approval from the Chief Marketing and Content Officer. Examples include USEF’s marks, Olympic, Team USA, Olympic rings, and variations of these.

Following the Policy

It is best to err on the side of caution. If a USEF Volunteer is unsure whether or not something is appropriate to post on social media, he or she should contact the Chief Marketing & Content Officer before making the post live. If a USEF Volunteer, for whatever reason, takes an action that is in conflict with this Policy, he or she will be contacted by the General Counsel to resolve the situation and may be asked to withdraw, correct, or revise the postings. Failure to adhere to the Policy or resolution determined by the General Counsel may result in penalties from the Hearing Committee including removal from the volunteer role.

Guidelines

Guidelines for functioning in an electronic world are the same as the values, ethics, and confidentiality policies USEF Volunteers are expected to live by every day, whether you're Tweeting, talking with other volunteers, or chatting with another member at the barn or a competition. Remember, your responsibility to USEF doesn't end when you are out of the meeting room.

What You Should Do:

- **Disclose your Affiliation:** If you talk about USEF related matters that are within your role as a USEF Volunteer you must disclose your affiliation with USEF.
- **State That It's YOUR Opinion:** When commenting on the business, unless authorized to speak on behalf of USEF, you must state that the views expressed are your own. No one should speak on behalf of USEF without express, written permission.
- **Protect Yourself:** Be careful about what personal information you share online.
- **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself. Do not forget the USEF Code of Ethics.
- **Honor Our Differences:** Live the USEF values. USEF will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).

What You Should Never Disclose:

- **The Numbers:** Non-public financial or operational information. This includes strategies, forecasts, and most anything with a dollar-figure attached to it. If it's not already public information, it's not your role to make it so.
- **Actions:** Actions taken by the Board, Council, or Committee should not be announced by a USEF Volunteer via social media. No single USEF Volunteer is authorized to make announcements about actions taken unless he or she has express written consent.
- **Discussions:** Never share discussions that occurred during a Board, Council, or Committee meeting or what a particular volunteer said.

- **Legal Information:** Anything to do with a legal issue, legal case, or attorneys without first checking with the General Counsel.

- **Anything that belongs to someone else:** Let them post their own stuff; you stick to posting your own creations. This includes decisions made that affect a few people such as licensing decisions, team selection, allocation of championships, etc.

- **Confidential Information:** Do not publish, post, or release information that is considered confidential.

Basically, if you find yourself wondering if you can talk about something you learned at a meeting-- don't.

Useful Contact Information:

USEF Chief Marketing and Content Officer – Vicki Lowell – vlowell@usef.org

USEF General Counsel – Sonja Keating – skeating@usef.org