

ASHBA SOCIAL MEDIA POLICY FOR BOARD, COUNCIL & COMMITTEE MEMBERS

The policy guides how ASHBA Board, Council, and Committee Members should use social media when engaging with the public and ASHBA members. It emphasizes responsible, ethical communication that supports ASHBA's mission and promotes the American Saddlebred breed.

General Guidelines

Set the tone for professional, respectful engagement.

- **Educate, don't argue:** Use social media to inform and inspire - not debate.
- **Act professionally:** You represent ASHBA in every post.
- **Think before posting:** If you're unsure, don't post.
- **Violations matter:** ASHBA may request edits or suspend members for repeated issues.

Restricted Activities

Protect ASHBA's integrity and legal standing.

- Keep internal discussions confidential.
- Avoid commenting on legal matters.
- Uphold zero tolerance for discrimination - respect all protected characteristics.
- Only authorized personnel may create or manage official Facebook pages, groups, or accounts; all others - including board, council, and committee members - are strictly prohibited.

Posting Expectations

Share content that reflects ASHBA's values and standards.

- Share only approved ASHBA content, professionally and ethically.
- Respect copyright and branding rules.
- Clarify personal opinions - don't speak on behalf of ASHBA unless authorized.
- Follow ASHBA's Code of Ethics and Conduct.
- Promote diversity and inclusion - discrimination is not tolerated.
- Use positive imagery only - no artificial training devices; include full pedigrees when possible.

Enforcement

ASHBA may request content edits or removals. Serious or repeated violations can lead to suspension or removal from Councils or Committees, with escalation to the Board of Directors if necessary.