



ASHBA Social Media Policy for Councils and Committees

Introduction

This Social Media Policy ("Policy") governs the use of social media by Councils and Committee Members of the American Saddlebred Horse and Breeders Association ("ASHBA") when engaging with ASHBA members online. Social media includes, but is not limited to, blogs, wikis, Facebook, LinkedIn, X (Twitter), Instagram, Snapchat, Flickr, YouTube, TikTok, and emerging platforms.

Social media is a valuable tool for promoting the American Saddlebred, engaging existing members, and attracting newcomers. Committee Members should use these platforms responsibly and ethically, ensuring their participation aligns with ASHBA's mission.

Policy Guidelines

Following the Policy

Social media should serve as an educational tool, not a platform for debate. As a Council or Committee Member, you represent ASHBA and should conduct yourself accordingly. If you are unsure whether or not something is appropriate to post on social media (even as a comment), it is best to err on the side of caution. When in doubt, do not post, comment, or engage. If you, for whatever reason, take an action that conflicts with this Policy, you may be contacted by the ASHBA to resolve the situation and may be asked to withdraw, correct, or revise the postings. Failure to adhere to this Policy may result in suspension or revocation of your position on an ASHBA Council or Committee.

General Expectations

Council and Committee Members may use social media to share approved ASHBA initiatives with the public in a professional and ethical manner. All posts must adhere to copyright laws, fair use policies, and ASHBA's branding guidelines.

Posting Guidelines

- **Personal Opinions:** Unless explicitly authorized, Council and Committee Members must clarify that their opinions do not represent ASHBA.
- **Professionalism:** Maintain a respectful and ethical presence online. Follow ASHBA's Code of Ethics and Code of Conduct.



- **Diversity & Inclusion:** Discrimination based on any legally protected characteristic will not be tolerated.
- **Positive Promotion:** Avoid posting images of horses using artificial training devices (e.g., chains, shackles, draw reins). Include the horse's full registered name, sire, and dam when possible.

Restricted Activities

- **Confidentiality:** Do not disclose discussions, actions, or statements from ASHBA Council and Committee meetings.
- **Legal Matters:** Do not discuss legal issues or cases.

Enforcement

If a Council or Committee Member violates this Policy, ASHBA may request removal or correction of the content. Repeated or severe violations may result in suspension or removal from Councils and Committees. Issues will be referred to the ASHBA Board of Directors as necessary.

Contact Information

For clarification, contact: ASHBA Marketing Department (marketing@saddlebred.com)