

OHJA Social Media Policy & Guidelines

These guidelines set out clear expectations around conduct, branding, content sharing, and community interaction to protect the Ontario Hunter Jumper Association's (OHJA) reputation and promote a positive, respectful environment at all times. Social media is a powerful tool for celebrating our sport and community. By using it thoughtfully and respectfully, we can support each other and elevate the hunter jumper community.

Purpose

This policy provides guidance for members, staff, volunteers, officials, and affiliates on the appropriate use of social media in relation to the OHJA. The goal is to foster a respectful and supportive online community that reflects the values of horsemanship, integrity, inclusivity and sportsmanship.

Scope

This policy applies to:

- Official social media accounts operated by the OHJA.
- Personal social media use by individuals affiliated with the OHJA (members, trainers, riders, staff, volunteers, show organizers etc.), particularly when referencing the OHJA or related events.

Social Media Platforms Covered

Includes, but is not limited to:

- Facebook
- Instagram
- X (Twitter)
- TikTok
- YouTube
- LinkedIn
- Blogs and forums
- Equestrian-specific platforms (e.g., Chronicle of the Horse forums)

General Principles



DO:

- Represent the values of the OHJA: respect, safety, integrity, and sportsmanship.
- Share positive content that promotes the sport and its participants.
- Use proper language and tone, maintaining professionalism even in personal posts.
- Respect privacy: obtain permission before posting photos/videos of others.
- Disclose when content is sponsored or includes endorsements.
- Report any inappropriate content or conduct that may impact the OHJA to the social media platform and an OHJA Board member.



DON'T:

- Post defamatory, harassing, or discriminatory content of any kind.
- Share confidential or internal OHJA matters.
- Spread rumors, false information, or engage in online conflicts.
- Tag or involve sponsors in negative content or disputes.
- Do not share personal information (e.g., specific locations, addresses, phone numbers).

Official Association Accounts

Only authorized individuals may post on behalf of the OHJA. All posts should align with the OHJA's branding, messaging, and event promotion strategies. Content types encouraged include:

- Rider achievements and show highlights
- Educational posts (e.g., safety, horsemanship, rule changes)
- Community engagement (e.g., behind-the-scenes, volunteer spotlights)
- Sponsorship and partnership acknowledgments
- Promotion of upcoming OHJA events

Crisis or Incident Communication

In the event of a crisis, accident, or controversy involving an event or member:

- Do not post unverified or sensitive information.
- Refer all media inquiries to the designated communications officer.
- Do not respond to sensitive or controversial comments without board approval.

Consequences of Non-Compliance

The OHJA board reserves the right to take appropriate action to protect the Association's reputation and its members. Failure to adhere to these guidelines may result in:

- Content removal
- Suspension of social media privileges on behalf of OHJA and reporting of inappropriate content to social media platform which may result in suspension of an account
- Disciplinary action, including loss of membership or competition eligibility
- Canadian Safe Sport Reporting.

Contact

For questions or to report concerns, contact:

 **Melanie Widmeyer @bridlethebrand@gmail.com**