
SOCIAL MEDIA

This policy establishes guidelines for the responsible use of social media and marketing to promote New Start Standardbreds, its mission, and the welfare of Standardbred horses. It ensures that all communications align with the organization's values, maintain professionalism, and foster a positive public image.

1. Scope

This policy applies to:

- Social media accounts managed by New Start Standardbreds.
- Volunteers and board members representing the organization online.
- Marketing materials, including print, digital, and promotional content.

2. Guidelines for Social Media Use

Authorized Accounts

Only designated individuals approved by the Board of Directors may manage official social media accounts.

Personal accounts representing New Start Standardbreds must clearly distinguish personal opinions from official organizational statements.

Content Standards

Positive Messaging: All posts should reflect the organization's mission to promote Standardbred horse welfare and adoption.

Accuracy: Content must be factual and verified before posting to maintain credibility.

Appropriate Imagery: Photos and videos should show horses in a positive, safe, and healthy environment.

Confidentiality: Do not share personal information about adopters, donors, or volunteers without their explicit consent.

Prohibited Content: Avoid content that includes:

- Offensive, discriminatory, or inappropriate language.
- Graphic or distressing images that may harm the organization's reputation.
- Political endorsements or controversial topics unrelated to the mission.

Interaction with the Public

Respond to comments and messages promptly, courteously, and professionally.

Escalate any concerns, complaints, or negative interactions to the President or designate.

3. Guidelines for Marketing Materials

Branding and Messaging

Use the official logo, fonts, and colour scheme in all materials to maintain a consistent brand identity.

Ensure that marketing messages align with the organization's mission and values.

Promotional Content

Highlight success stories, including adoptions and rescues, to engage supporters and demonstrate impact.

Share educational content to raise awareness about Standardbred horses and their care.

Promote fundraising events, campaigns, and volunteer opportunities effectively.

Review and Approval

All marketing materials must be reviewed and approved by the President or a designated board member before publication.

4. Volunteer and Staff Responsibilities

Volunteers and staff are encouraged to share official content from New Start

Standardbreds' accounts to increase reach.

Personal posts related to the organization should be respectful and aligned with the mission.

5. Compliance and Monitoring

Social media activity will be monitored to ensure adherence to this policy.

Violations may result in removal of posting privileges or removal from the organization, as determined by the Board of Directors.

6. Crisis Communication

In the event of a sensitive or emergency, all communications must be approved by the President or designated spokesperson.

Only official accounts should address public inquiries during crises to ensure consistent messaging.

By adhering to this policy, New Start Standardbreds ensures responsible and effective use of social media and marketing to support its mission of rescuing and rehoming Standardbred horses.