



## USA WORKING EQUITATION Social Media Policy



This Social Media Policy governs the commentary via social media by Officers, Directors, Licensed Officials, Professional Instructors and Committee Members when acting as a **USA Working Equitation (USAWE)** official (or representative) or can be perceived as acting as a **USAWE** official (or representative). For the purposes of this policy, social media means any tool for online publication and commentary, including but not limited to blogs, Facebook, LinkedIn, Twitter, Instagram, Snapchat, YouTube, and any other new media.

This Social Media Policy does not limit a person's right to post their opinions as an individual, when not acting as an Officer, Director, Licensed Official, Professional Instructor or Committee Member.

### Statement of Policy

Officers, Directors, Licensed Officials, Professional Instructors and Committee Members **may** use social media as a conduit for conveying their activities in the WE environment. All uses of social media must follow the same ethical standards as outlined in the *Code of Conduct - Officers & Directors*, *Code of Conduct - Committee Members* or the *Code of Ethics - Licensed Officials* and/or *Code of Ethics - Professional Instructors*.

Officers, Directors, Licensed Officials, Professional Instructors and Committee Members **may not** represent themselves as an authority for the organization on social media.

### Following the Policy

Officers, Directors, Licensed Officials, Professional Instructors and Committee Members must make every effort to consider all options within the context of appropriate civil behavior when responding to comments on social media, including the option of no response. It is best to err on the side of caution. When in doubt, do not post, comment, or engage. If you are unsure whether or not something is appropriate to post on social media, contact the Ethics Committee before making the post live. If you, for whatever reason, take an action that is in conflict with this policy, you may be contacted by the Ethics Committee to resolve the situation and may be asked to withdraw, correct, or revise the posting. Failure to adhere to this policy or to the resolution determined by the Ethics Committee may result in suspension of membership or licensure.

### What you Should Do

- Disclose your affiliation. If you talk about **USAWE** matters that are within your role as an Officer, Director, Licensed Official, Professional Instructor or Committee Member, you must disclose your affiliation with **USAWE**.
- State that it is your opinion. Unless authorized to speak for **USAWE**, you must state that the views are your own. No one should speak on behalf of **USAWE** without express permission.
- Keep your comments respectful, professional, and helpful. Respectful discussions are a way for the sport and the organization to grow.
- Protect yourself. Be careful about what personal information you share online.
- Act responsibly and ethically. Do not misrepresent yourself.



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- Honor our differences. USAWE will not tolerate discriminatory comments of any kind (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 Not Do

- **Officers, Directors, Licensed Officials, Professional Instructors and Committee Members**
  - Do not publish, post, or release information that is considered confidential.
  - Do not discuss anything to do with a legal issue.
  - Do not use the USAWE logo unless expressly permitted.
- Licensed Officials:
  - Do not use your personal cell phone, computer, tablet, or any other similar device for social media while officiating. Do not post photos of horses or riders taken during the event, including during awards, until the show has ended.
  - Do not disclose specific details of actions taken during a competition, either by you or that you are aware of by virtue of being a Licensed Official. Reference can be made in a general way to actions of competitors or decisions by officials as long as individuals are not identified.
  - Do not share discussions regarding officiating that occurred during a competition.
  - Do not discuss specific horses, competitors, or licensed officials related to a competition on social media.