

Oregon High School Equestrian Teams, Inc. (OHSET)

Standard Operating Guidelines

Social Media

Please adhere to the following policies as much as possible when utilizing Social Media platforms in regards to OHSET athletes, coaches, parents, volunteers, etc.

OHSET does not want to infringe on anyone's right to free speech. With that said, we also do not want to be the place where people are free to bully, intimidate, or shame our athletes, volunteers or contractors. It seems some mandated restraint is necessary.

1. Any OHSET Social Media platform, including, but not limited to District, Team, or State Facebook, Snap Chat, Instagram, etc. should be used for:
 - a. Sharing of information necessary to facilitate a practice, meet, meeting, etc., i.e.:
 - i. Western Horsemanship will start in 10 minutes
 - ii. Tomorrow's practice is canceled because the coach is ill
 - iii. Can we all get together 15 minutes before the fundraiser starts and talk about procedures?
 - b. Meet results, exciting news, and other positive media attention, i.e.:
 - i. Look at this article published in the Bend Bulletin...
 - ii. Working Rancher Results
 - iii. Check out this photo of Thurston's Drill Team
 - iv. Welcome our newest OHSET Judge
 - v. Matt the Cattle Guy, eating cookies again
 - c. Sharing opportunities that are appropriate for volunteers or athletes and their families, i.e.:
 - i. Sorting clinic at Salem Saddle Club on Saturday, starts at 10 AM
 - ii. State Veterinarian is doing an online class regarding Strangles Prevention
 - iii. Don't forget Coaches Training on ...
 - iv. Schooling show fundraiser
2. Your personal Social Media should never include criticisms of OHSET, OHSET athletes, coaches, advisory, judges, etc. If you attach OHSET to your personal social media, we have a right to say, please just share the good stuff – there are MANY great things about OHSET to share. If you have a criticism, contact the appropriate person directly – the coach/advisor, the athlete, the school, the district chair/vice chair, etc. **PLEASE DON'T PASTE IT ON FACEBOOK** or photograph it and put it on Instagram, etc. **Use the many benefits of Social Media to promote OHSET.**
 - a. If you have OHSET volunteers and athletes on your Social Media account, and cannot stop yourself from venting – then have two platforms, so athletes and volunteers are not being hammered by your need to comment negatively.

- b. Remember that Social Media is a breeding ground for others to share their perceived negative experiences – one seemingly innocent comment perpetuates a snowball of more perceived wrongs.
3. Please do not use Social Media as a substitute for quality communication, issue discussion, or sharing of the latest bad thing to happen to your OHSET team. Work with the appropriate people to be a part of the solution, not the problem.
4. Please do not use Social Media to get the attention of the “powers that be” in OHSET. Just give us a call or drop us a quick Email.
5. Social Media is not the place to share about your sick animal or the barn down the street that is quarantined or your opinion about who in that barn caused the problem, etc. etc.
 - a. If there is an outbreak that has the potential to affect OHSET athletes and their horses, please contact the appropriate district chair(s), they will do their best to investigate and determine if there is a need to share information. I hope that the information shared will be researched and accurate to the best of our abilities – this way people can make decisions based on the information and not on any surrounding emotional affects.
6. It is worth saying again; Social Media is a powerful place where sharing positive things can help OHSET shine. In addition, sharing negative perceptions can harm us for years beyond the current issue at hand.
7. Please respect our organization and the volunteers who are working so hard to keep these opportunities available for the athletes we serve. Challenges deserve attention too, let us not get it via Social Media, and instead let us deal with these directly through important quality communication.