



Social Media Standard Operating Guidelines

1. The state organization will actively manage the following social media accounts:
 - a. Facebook:
 - i. OHSET Fan Page
 1. Used for general promotion of the organization, interaction with sponsoring brands, general brand support
 - ii. OHSET Group
 1. Used as a social forum for OHSET athletes, coaches, volunteers, and general public to share photos, ask questions, share opinions, and build brand unity
 - iii. OHSET Classified Group
 1. Used as a social forum for all members of the public and the organization to post “For Sale” and “In Search Of” ads that are directly related to OHSET. Ads for horses, equipment, lessons, and anything else horse related will be allowed, while ads for items not equine related will be deleted
 - b. Instagram:
 - i. Oregon High School Equestrian Teams account
 1. Used for branding, engaging audience, and promoting events
 - c. Twitter:
 - i. Oregon High School Equestrian Teams feed
 1. Used for branding, engaging audience, and communicating information
 - d. Snapchat:
 - i. Oregon High School Equestrian Teams account
 1. Used for branding, and communicating information
 - e. General management of state organization accounts will be the responsibility of the designated Social Media Manager (currently marketing and fund development director)
 - i. State Chair, Vice Chair, and/or designated volunteers will be administrators on all OHSET state social media accounts
 - ii. Practices used will mirror those suggested below for District and Team use with the addition of a “Facebook Fan Page” account for the purpose of marketing and branding
2. Districts and Teams are encouraged to engage via social media
 - a. In order of importance
 - i. Facebook
 1. Group Page
 - ii. Instagram

- iii. Snapchat (not recommended for District and Team Use)
- iv. Twitter (not recommended for District and Team Use)
- v. Support for these platforms will be provided as needed and available
- b. Facebook accounts
 - i. Type: Group with open or closed privacy setting
 - 1. The state group page will be closed as public marketing will be done through the fan page. Districts and teams may choose to leave their group open or closed based on the primary needs of the group
 - ii. Purpose: Share pertinent information regarding meets, meetings, and the organization. Market and recruit new members
 - iii. Frequency:
 - 1. August-October: 1-2 posts per week
 - 2. November-December 2-3 posts per week
 - 3. January-PNWIC 4-5 posts per week
 - iv. Group Admins and Moderators
 - 1. District Groups
 - a. Should have at least 3 full authority Administrators
 - i. District Chair and/or Vice Chair
 - ii. State Chair and/or Vice Chair
 - iii. State Social Media Manager
 - b. Districts may also have others designated as “Moderators”
 - i. District Youth Representatives if appropriate and agreed upon
 - ii. Other volunteers as trained and appropriate
 - 2. Team Groups
 - a. Should have at least 2 full authority Administrators
 - i. Coach
 - ii. Advisor
 - iii. District chair or Social Media Manager
 - b. Districts may also have others designated as “Moderators”
 - i. Youth Team Captains
 - ii. Other volunteers/parents/youth as trained and appropriate
 - v. Subject Matter
 - 1. Should never post contact information for youth
 - 2. May only share contact information for volunteers if agreed upon
 - a. I.E. if someone posts that they want to join Smithville OHSET, only share the coaches contact information if you have express consent to do so.
 - b. Private message is best for sharing of contact information
 - 3. Promote district meets, meetings, vendors at your meets, kudos for youth and volunteers, and other forms of encouragement.

4. Communication should have a narrative and relaxed feel. Should not come across as “top down” messaging, but rather up beat and community like.
5. Never scold, reprimand, or make fun of anyone or any organization. Even if you think it is in good nature, and acceptable, it should never be done
6. Pictures help all posts get attention. Pictures should relate to the post, but it is acceptable to use stock photos from the web when necessary. No copyrighted images are allowed without express written consent of the owner.
 - a. This includes youth sharing photos within the group. If photos have a copyright watermark they may not be shared unless the person sharing can prove copyright allowance.

vi. Managing the group

1. The group should be actively managed at least once per week
 - a. Surveying posts to ensure appropriate subject matter and language
2. Questions should be answered promptly
 - a. You may designate multiple people to answer questions, as long as they are trained and knowledgeable
3. When audience engagement is low, integrate trivia, contests, and fun facts to boost active engagement
4. Use this group to share information, but make sure to share it in a way that fits with the feel of social media. This group should not become email dumping grounds. You can share the same information you would in an email, just do so with a different approach.
5. Keep in mind that members get notifications for each post in the group. This is a significant asset of the group account style, but admins need to monitor the group to ensure that members are not being “spammed” by annoying or inappropriate posts

c. Instagram

i. Normal account public or private setting

1. A private setting requires users to ask permission before “following you”. While this seems like a good idea, the reality is that there is no way to ensure the profile requesting permission is truly who they claim to be.
2. Instead, a public setting with intentional monitoring is recommended.
 - a. Photos must be of safe subject matter, and be in good taste.
 - b. Youth (and adults) must be appropriately dressed, and acting within our rules

- b. What they are being thanked for (details are key)
 - c. Who is thanking them (Team, District, volunteers, athletes, etc.)
 - d. An invitation to sponsor/help in the future
2. Competing businesses of state sponsors may be acknowledged for their support of the district or the team, but the post should clearly state what their sponsorship was of.
- a. Example: Coastal Farm and Ranch is the presenting sponsor of the State Championship Meet. Wilco (a direct competitor of Coastal's) is a frequent sponsor of district awards and team fundraising.
 - i. When a post is shared to the state social media accounts thanking Coastal, the post should be shared on district and team accounts
 - ii. A district or team wishing to write a post thanking Wilco for a sponsorship should write it in this type of format:
 - 1. "North Valley OHSET wants to thank WILCO for sponsoring our District High-Point Buckles! Wilco's support allows us to recognize our athletes for their hard work and dedication! Our athletes appreciate Wilco's consistent support, and North Valley District looks forward to working with Wilco next year. Thank You!" –should also include a picture of their logo, youth with the awards, or at least a picture of the event they sponsored
 - a. The following would NOT be acceptable posted on a team or district page:
 - i. Thank you to Wilco for sponsoring OHSET
 - b. Incorrectly worded and published posts are damaging to current sponsor relationships, and make future sponsor negotiations difficult.
3. Priorities to keep in mind
- a. Youth protection must always be the top consideration. Only post photos that are safe and appropriate in nature
 - b. Social media is a fantastic tool which has revolutionized marketing and communication, but it is also commonly misused, and can be detrimental if not handled correctly

- c. Every post from an OHSET related account, or with the letters OHSET in it, is part of our brand. These posts are either helping our brand, or discrediting it.
 - i. Being a Facebook monitor is neither fun nor popular, but consistent messaging, and OHSET brand protection is crucial to our success
- d. While social media ebbs and flows with different age groups over different platforms, two things are for sure:
 - i. It is here to stay
 - ii. We can't do business without it even if we ignore it
 - 1. If OHSET does not promote its own social media presence and "control" its image across most platforms, the public will create their own, and the latter is rarely beneficial for an organization or company.
 - a. Even with a strong social media presence, the public still attempts to create unauthorized pages and accounts. This is most commonly done to degrade the organization, or vent about perceived wrong doings. While we certainly can't control (nor would we want to) what the public says, we can make sure that our brand and our messages are stronger than vengeful retaliation

Happy Socializing!

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