

# RMDS Social Media Policy

**RMDS will use social media to promote its mission, grow its base of support, educate, improve communication, engage members, demonstrate leadership, and increase participation.**

As an umbrella organization with Chapters, RMDS social media posts will include information regarding RMDS or Chapter events/activities that are open to and our members

## **Topics will include:**

- All volunteer opportunities that serve to fulfill RMDS Award requirements
- Information about shows, clinics
- Educational/learning opportunities
- Any/all activities noted on our RMDS.org Calendar
- Educational articles about dressage
- Articles written by members
- Volunteer of the month and volunteer achievements
- Posts that encourage participation

## **To improve social media efforts, we will**

- Encourage Chapters to share information. Posts about Chapter events will be made in concert and with approval from that Chapter. RMDS will share information of interest from Chapter Social Media Sites.
- Post frequently using relevant information, so that more users will rely on us as “the place” to go for information regarding dressage in our region. Additional posting will increase visibility (thanks to Social Media algorithms).
- Continue to seek RMDS members who are interested in social media, writing, photography, promotion, and marketing to support this effort.
- Closely monitor our page and ensure all incoming posts/comments are appropriately responded to and referred to the main office, as needed.

## **Social Media Posts will:**

- Be professional but welcoming.
- Encourage participation and a sense of inclusion.
- Include a relevant photo.
- Link back to our website and include the hashtag: #RockyMountainDressage
- Be brief, concise and to the point.
- Be reviewed before posting.
- Not promote specific businesses.
- Focus on educational pieces featuring classical dressage.
- Use disclaimers, as needed— “views expressed are my own.”
- Uphold our values and policies.
- Respect the confidentiality and privacy of members.
- Target all members: Youth, Seniors, Amateurs and Professionals.

This policy was approved by the RMDS Board in 2021