

Best Practice for Social Media



Below are a few suggestions to consider when posting images containing Members on social media channels.

You will need to make sure the Member or their parents have given permission for images of them to be used. This information should be on their membership form.

You will need to be careful not to post any photos which may be inappropriate, such as Members wearing swimwear or tight/skimpy running gear.

We would recommend not using Members' surnames; just their first names, particularly where they are easily recognisable, but if they then choose to tag themselves or their friends in that is fine.

Remember videos and photos need to be good quality and show best practice, but you need permission from a professional photographer to use any images he or she has taken, and it is best to credit them by putting 'Image: Joe Bloggs Photography' or similar in your post. We would also recommend not posting photos of images bought at events as the copyright usually remains with the photographer even though a Member may have bought a hard copy.

If there are a number of contributors make sure they use the same 'voice' to keep posts consistent.

You could consider having a feed on your website to keep visitors up to date with your news / offers and to prompt them into following you.

If you're able to post videos onto your page, it is best to keep them fairly short (a whole Dressage test may be a bit boring to watch to some) and upload them directly rather than via YouTube etc. Similarly, if you have everything you tweet upload to Facebook this can be difficult for people who don't use Twitter to view posts.

If you have lots of photos consider creating an album.

If you have any sponsors you can tweet or mention them to keep the relationship going.

Using hashtags makes your content searchable, for example #PCChamps16 when you're posting images from The Pony Club Championships.

Make sure you share content correctly; either by using the share button on Facebook, the retweets button on Twitter or by copysharing the URL on Instagram. Not all posts allow this and you will need to download an app to do it. We use Re-Post which is free of charge.

Last but very not least, please tag us in any of your social media posts and we'll do our very best to share your content to help you spread the word! You can find us at:

Facebook: @ThePonyClubUK

Twitter: @ThePonyClub

Instagram: @UKPonyClubOfficial