

Best Practice for Social Media



Social Media provides a platform to share views, ideas and positive actions you are carrying out on behalf of The Pony Club's brand, for both its current and potential Members, with others online who could potentially be anywhere in the world. Many Branches and Centres are now using Social Media in a very successful way, and The Pony Club uses Facebook and Twitter centrally.

The below guidelines, for Branches and Centres who are currently using or thinking of using Social Media, are best practice in helping to promote The Pony Club. You may also be interested in our E Safety Policies which can be found on our Website.

General

1. Before you undertake any Social Media you should ensure that whoever is undertaking the role has:
 - A good understanding of the policies of the Social Media outlet being used
 - The resource and time available to monitor the Social Media outlet used
 - A good understanding of what is appropriate in terms of content and how it is used.
2. When representing The Pony Club you must ensure that you are using an up to date, good resolution copy of The Pony Club logo. **We may assume that Social Media displaying a poor or out of date logo is not a genuine Branch or Centre, and look to remove the content.**
3. If you find that someone external to your Branch or Centre has set up Social Media, using your Branch or Centre name and /or The Pony Club logo, please report it to the Social Media channel through their help centre. If the content is not removed please email media@pcuk.org with details of the problem, including a link to the content and we will help / advice where possible .
4. You have read and understood the E Safety Policies within the Health & Safety section of The Pony Club Website

Facebook

1. If your Branch or Centre wants to use Facebook they should ideally set up a 'Page' not a 'Group'. Facebook Pages are designed to be set up by genuine organisations, where as Groups can be set up by anyone on a fun basis. Using a Page means that our brand is represented properly, and we can quickly ask Facebook to remove any Pages that are not official.
2. Your Facebook page should be named correctly, as per your Pony Club Branch or Centre. This enables us to see that the Pages on Facebook are being run by the Branch or Centre and not someone else. It also helps us to represent The Pony Club brand correctly.
3. Do not allow your Facebook page to be littered with advertising / spam. You may allow posts from regional outlets that you are associated with, but ensure that posts from any products or organisations you do not know are removed. This means the messages you are delivering to your Members are not diluted and it keeps your page looking tidy and official.

Twitter

1. If you wish to only allow certain people, such as those from your Branch or Centre who are using Twitter, to see your Tweets you can use Protected Tweets. This means that when people want to follow you, they have to request permission from you and you have to allow them to follow. Once allowed they will be able to see your Tweets.
2. Choose a username which represents your Branch or Centre properly, but which is not too long.