



TEMPLATE Social Media Policy – Clients

This template is designed to help equestrian businesses set clear expectations for clients and visitors regarding photography, filming and the sharing of content from the premises. It can be adapted to suit the needs of your own business and should be read alongside your livery agreement, yard rules and safeguarding policies where applicable.

This policy is intended as a template and is not exhaustive. You should review and adapt it to reflect the specific activities, safeguarding requirements and operational needs of your own business, ensuring it is appropriate for your premises, staff, clients and the services you provide.

Social Media Policy – Client

Clients are welcome to take photographs or videos of their own horse for personal use.

- However, please ensure that you do not intentionally or inadvertently photograph or film:
- Other clients or visitors without their permission.
- Children or young people without the consent of their parent or guardian.
- Members of staff or freelancers without their consent.
- Horses belonging to other owners without permission.
- Private areas of the yard, offices or business operations where access is restricted.
- Please be mindful that others may not wish to appear in photographs or videos shared online.

Respecting Privacy

- Please do not publish or discuss information relating to other clients, horses, staff or the business without permission.
- This includes sharing rumours, complaints or confidential information on social media.
- If you have a concern about any aspect of the yard, we encourage you to raise it directly with management so it can be addressed appropriately.

Safeguarding

- The safety and wellbeing of children and vulnerable individuals is a priority.
- Photography or filming involving children should only take place with appropriate parental or guardian consent.
- Clients should respect any requests not to photograph or record activities involving young people, lessons or organised events.

Representing the Business

- **We are always pleased to see clients sharing positive experiences.**

- However, content should not:
- Misrepresent the business or its services.
- Suggest endorsement where none exists.
- Damage the reputation of the yard, its staff or other clients.
- Show unsafe practices or behaviour that could be viewed as acceptable.

Commercial Content

- Clients must not use the premises, horses, facilities or business branding for commercial photography, filming, advertising or promotion without prior permission.
- This includes promoting businesses, products or services using content captured on the premises.

Reporting Concerns

- If you believe content has been shared that breaches this policy or affects your privacy, please inform yard management as soon as possible so the matter can be investigated.

Failure to Follow This Policy

- Where this policy is not followed, the business may request that content is removed and, where appropriate, take action in accordance with the terms of the livery or client agreement.
- We appreciate the cooperation of all clients in helping maintain a safe, respectful and enjoyable environment for everyone.

Client Declaration

I have read and understood the Client Social Media Policy and agree to comply with its requirements whilst using the yard and its facilities.

Name: _____

Signature: _____

Date: _____

IMPORTANT

This information as provided above is intended to provide guidance and areas for consideration for those intending to enter into such arrangements. Anyone proposing to enter into such a written agreement should take consideration and their own legal advice as to their particular circumstances.