



TEMPLATE Social Media Policy – Staff, Contractors and Volunteers

Whether you operate a livery yard, riding school, training facility or other equestrian business, a clear social media policy helps protect your reputation, your clients, your staff and the horses in your care. This template is designed to set clear expectations for employees, freelancers, volunteers and work experience students around the appropriate use of social media, photography and online communication. It can be adapted to suit the size and nature of your business and should be used alongside your safeguarding, privacy and employment 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 – Staff, Contractors and Volunteers

Purpose

This policy aims to protect the privacy, safety and reputation of our clients, staff, volunteers, horses and business while supporting the responsible use of social media.

This policy applies to all employees, freelancers, contractors, volunteers, work experience students and anyone working on behalf of the business.

Photography and Filming

No photographs or videos should be taken or shared featuring:

- Clients, visitors or members of the public without their knowledge and appropriate consent.
- Children or young people without the permission of a parent or guardian and in accordance with our safeguarding procedures.
- Horses owned by clients without the owner's permission.
- Staff members without their consent.
- Private areas of the premises or business operations where permission has not been given.

Images or videos created whilst working remain subject to this policy regardless of whether they are shared on personal or business accounts.

Professional Conduct

When using social media, individuals should:

- Act professionally and respectfully.
- Avoid content that could damage the reputation of the business or the wider equestrian industry.
- Never publish confidential or commercially sensitive information.
- Avoid discussing clients, horses, staff or business matters online.

- Never post content that could compromise horse welfare or create misleading impressions.

Safeguarding

Staff must maintain appropriate professional boundaries online.

Personal messaging with children or young people should only take place through approved communication channels where required for business purposes.

Content involving children or vulnerable adults must always follow the business safeguarding policy.

Staff should also be aware of current age restrictions and guidance relating to young people's use of social media, including measures introduced within the UK to improve online safety for under-16s. Any communication should be age-appropriate, transparent and, where possible, involve parents or guardians.

Business Representation

Only authorised individuals may post on behalf of the business or use business logos, branding or official social media accounts.

Employees and contractors should make it clear when opinions expressed on personal accounts are their own and not those of the business.

Reporting Concerns

Any inappropriate online activity, safeguarding concern or accidental breach of this policy should be reported to management immediately so appropriate action can be taken.

Failure to Comply

Failure to follow this policy may result in disciplinary action and, where appropriate, termination of employment, contracts or volunteering arrangements.

No content created whilst undertaking paid work for the business may be used for personal commercial gain, promotion of another business or publication without prior permission from management.

Staff Declaration

I confirm that I have read and understood the Social Media Policy and agree to follow its requirements whilst representing or working for the business.

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.