



Murton Equestrian Centre Limited, The Bridle, Murton Village, Newcastle NE270QD

Telephone 01912571369 Email [murtonequestriancentre@gmail.com](mailto:murtonequestriancentre@gmail.com)

Website [www.murtonequestriancentre.co.uk](http://www.murtonequestriancentre.co.uk)

social media is changing the way we communicate and interact.

This policy has been developed to inform our MEC riders and their parents about using social media so that everyone feels empowered and enabled to participate, while also being mindful of their responsibilities and obligation to our organization, our horses, and horses owned by others. This policy provides practical guidance allowing everyone to benefit from the use of social media while minimising potential risks including cyber-bullying and protecting those involved.

Murton Equestrian Centre Social Media policy applies to the use of all social media including, but not limited to Facebook, twitter, blogs, YouTube, Websites, and instant messaging services.

This policy applies to:

Coaches and Instructors

All Staff of MEC (junior instructors, yard staff, grooms, etc)

Changing Lives Participants

Pony Club Members

Pony Star Participants

Pony Club Members

Clients, Parents and Spectators

Owners of Horses

Please be mindful when posting articles, comments, or feedback to protect the privacy of the riding school clients and competitors and prevent allegations against them.

- Posts must not be in any way detrimental to Murton Equestrian Centre, Pony Club, ABRS or BHS or call into question its reputation.
- Photos, video clips and comments uploaded to the internet may remain there permanently even if you delete them. They may also be viewed by people that you may not think will see them. Make sure they are appropriate for everyone to

view and adhere to BHS policy (available online at [www.bhs.org.uk](http://www.bhs.org.uk)). This applies even when your profile is set to private or friends only. A good rule of thumb is that if you know it could be damaging to you for text to be quoted or a picture to be used in a newspaper – don't post it online.

- Do not post photos or videos of other people or their horses without permission.
- Do not contact or befriend any under 18's if you are a member of staff or over 18yrs old on social media or messaging.
- Make sure your personal network profile is set to private or for friends only.
- Make sure that the MEC Facebook page is monitored and do not allow comments, posts, or photos to be uploaded that may be hurtful to others.
- If you feel that a post violates any of our social media guidelines, we encourage you to report this to your instructor/coach, or to our official social media pages, which are managed by MEC staff.
- MEC maintains a Facebook, Instagram, and TikTok account managed by our social media representatives. We ask that you do not engage in social media as a representative of MEC. Please do not use our logo on your social media accounts as this blurs the line between your personal account and our official accounts.
- We ask that you remember that when you are representing yourself as a MEC team member you remember that you represent both yourself and MEC and ask that you do always so appropriately.
- Be smart about protecting your privacy and that of others. Remember, screenshots are forever. You should not post content online that you would not be happy for everyone to see, even if your privacy settings are high.
- If you are an employee of MEC, you must ensure that your personal use of social media does not interfere with your work commitments. This includes junior instructors, yard staff and instructors.
- We ask that you keep comments about horses that you do not own positive and ensure that horses owned either by MEC or privately are always presented in the best possible light.
- When using social media, you should be considerate of others and should not post information when you have been asked not to. You should also remove information about another person if that person asks you to do so. This is particularly important in the equine world and pertains to horses not owned by

yourself as well. If an owner asks that a photo or video of their horse be removed, you should do so.

- You should not post videos or photos of horse “fails” or falls, or horses being injured, or your own injuries. While these types of posts often get a lot of attention, it is for all the wrong reasons. We want our riders and horses shown in the best light possible.
- The public in general, and MEC’s employees and riders reflect a diverse set of customs, values, and points of view.
- You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or otherwise inappropriate.

