



SOCIAL MEDIA GUIDE



The MFHA encourages its members to follow its social media channels and join the conversation.

WHAT IS SOCIAL MEDIA?

Social media is a productive and valuable tool to support a variety of activities. A good strategy for social media engages members, shares important and entertaining information and grows club affinity. It is an umbrella term used to describe web or app-based platforms that:

- Are mostly free to use.
- Are simple to use requiring no prior training or technical knowledge.
- Supports sharing of images, experiences and perspectives, often with strangers.

Content within social media is managed and regulated by the user community and not the provider of the social media platform.

The most common social media platforms include Facebook, Instagram, TikTok, Twitter, LinkedIn, Pinterest, Instagram and YouTube. The guidelines outlined in this pamphlet also apply to websites, blogs and podcasts.

Social media is a great tool to:

- Interact and develop relationships with club members and potential new members.
- Seek input on events.
- Promote participation in events.
- Share media, such as photos and video.

Follow Us!



fb.com/MastersOffoxhounds



[@MFHA_Official](https://www.instagram.com/MFHA_Official)



BE MINDFUL OF HOW YOU REPRESENT YOURSELF ON SOCIAL MEDIA AS THE LINES BETWEEN PUBLIC AND PRIVATE, PERSONAL AND PROFESSIONAL ARE BECOMING INCREASINGLY BLURRED.

Groups on Social Networks

Facebook Groups work well for hunts. These private groups allow the admin or moderator to invite and accept members. Moderators can block individuals who create issues, ensuring that only your members see your page content.

The Facebook Group founder is the admin. The admin is responsible for the rules and regulations of the group on behalf of the hunt. Facebook Group admins may assign moderators to help them manage the group. Be intentional about selecting members to be page moderators.

Admins and moderators are obligated to ensure:

- Members understand the purpose of the group.
- Members can tell whether the group is open to non-club members and whether the content is accessible to non-club members.

Moderation is NOT designed to:

- Censor people from expressing their opinions.
- Correct grammatical or spelling errors in comments, except where such errors detract from the intended meaning of the comment.

As a general rule, moderators should publish comments as close to their original posted form and format with a minimum of changes, provided they are clear, appropriate and include suitable content.

Posts should not be published if they:

- Are considered detrimental to the sport of foxhunting.
- Are considered likely to provoke, attack or offend others.
- Include racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable language.
- Include swearing or offensive language likely to offend.
- Break the law or condone or encourage unlawful activity.
- Impersonate another person.
- Describe or promote activities that could endanger the safety or well-being of others.

Unsuitable Links

Links to external websites are acceptable and sometimes useful, as long as they are appropriate. A web page is classed as unsuitable if it contains, or directly links to, material which is:

- Offensive
 - Pornography and sexually explicit content.
 - Text and images likely to offend most people.
 - Hate sites (on the grounds of race, religion, gender, sexual orientation, or political leanings).
 - Gratuitous violence.
- Unlawful
 - Condone or encourages illegal acts.
 - Breaches copyright law or encourages others to do so (note that background music for videos must be licensed or in the public domain, or it is considered a copyright infringement).
 - Defamatory or in contempt of court.
 - Hacking or other technical disruption to online services.

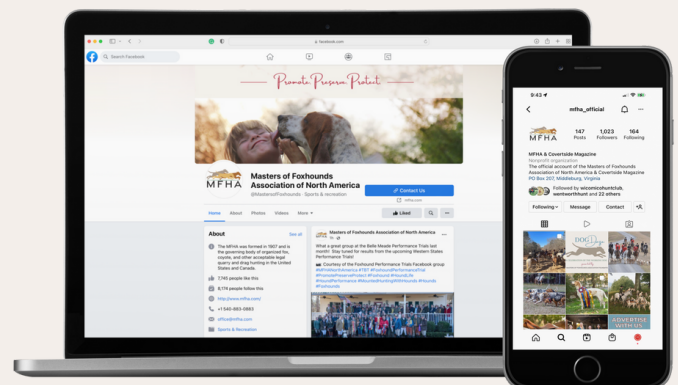
Specific Policies Regarding Acceptable Content, Photographs, Videos, Webcams

MFHA strongly recommends that hunts publish photos of happy, healthy hounds and horses and images showcasing the thrill of the chase.

Acknowledge that hunt club members may wish to keep their participation in hunting private, whether for personal or professional reasons.

Helmet Cams and Cameras in the Field

Helmet cam video footage and photography should be reviewed by a Master and/or admin before posting to the hunt's Facebook Group or Page, Instagram, website or YouTube channel. Individuals depicted in photos have the right to request that their images and names are removed from hunting-related materials; photographers and videographers should seek permission to post content.



SAFE USE OF SOCIAL MEDIA

If you are active online in an official capacity as a Master or hunt staff member, following these simple guidelines will ensure the safe use of social media.

Follow your site's rules of etiquette. Before contributing to any social media site, it is good to observe the page activity to get a feel for the typical post style, the nature of the content and any unwritten rules that other contributors follow.

Educate your membership. Hunt-specific content should be posted with permission from the Masters and/or admin. Ensure that guests are aware of this policy. If necessary, make it a hunt policy that mobile phones should be used during a hunt only in an emergency.

Be aware of trademarked and copyrighted content. Respect intellectual property, copyright, trademarks and other relevant laws. A good rule of thumb is: If it's not yours, and you don't have permission, don't post it. The use of a professional photographer's images without permission is theft. Facebook and other platforms may shut down your page for the use of unlicensed content.

Take responsibility. You are personally responsible for the content you publish online—even on a club's platforms. Remember that what you publish will be public indefinitely and can "go viral," spreading far and wide. Never post derogatory, defamatory or harmful commentary about individuals or clubs. Never post confidential information.

Be authentic. Always be honest and open, but be mindful of the perception of the MFHA, your club and the sport as a whole. If you make a mistake, be the first to admit it. Honesty builds respect among other users.

Keep the peace. To keep discussions from becoming heated, be respectful and quote facts with sources to correct misrepresentations. Avoid commenting or replying when angry. Sometimes the best response is NO RESPONSE.

Be mindful of unsubstantiated facts. Unfortunately, there are many untruths proliferated on the web. If something strikes you as inflammatory or potentially rumor-generating, or the slightest bit untrue, refrain from posting.

Be positive. Be an ambassador for the sport and encourage content that positively communicates messages that support your club, the MFHA and mounted hunting with hounds.

Promote inclusion. Celebrate your club's diversity and inclusion in your content.

Use good judgment. If you feel even the slightest bit uneasy about content, don't post. Remember, what you publish will be visible and searchable on the web indefinitely. If in doubt, leave it out. Use good manners and don't talk or post about others without their approval.

SAFE USE OF SOCIAL MEDIA

Be respectful. Practice polite and civil communication. Resist using inappropriate language or engaging in any conduct that would be unacceptable in the workplace or social situation. Consider others' privacy and avoid discussing topics that may be inflammatory, like politics and religion.

Protect personal privacy. Be cautious of publishing personal contact details that the public can access. Instead, contact individuals outside the collaborative space in a private message and take the conversation off-line. Use cyber safety by using strong passwords different from your own, make sure your internet connection is secure and don't click on suspicious content.



Any Questions?

540-883-0883 | office@mfha.com | www.mfha.com