



OLD ORCHARD FARM SOCIAL MEDIA POLICY

The purpose of the Old Orchard Farm (OOF) Social Media Policy is to protect OOF and its clients, riders, stakeholders and affiliates against inaccurate, defamatory, derogatory, and/or otherwise inappropriate online statements that have the potential to inflict serious damage to OOF as an organization, or to any individual associated with OOF on a personal level.

OOF acknowledges that social media is an ideal platform for the equestrian community to connect with peers, share thoughts and ideas, discuss topical issues, and ask questions. OOF in no way wishes to hinder free speech or prevent any individual from expressing and sharing their thoughts and opinions; however, there are some situations where misleading, defamatory, disparaging or unfair comments are posted, whether intentionally or inadvertently – and the consequences of these types of posts have the potential to be far-reaching and severe.

For this reason, OOF operates under the following Social Media Policy:

1. Old Orchard Farm (OOF) recognizes that social media provides a unique platform for engaging and interactive discussions that allow the equestrian community to connect and share information. OOF clients, riders and stakeholders' use of social media can have the potential to pose risks to OOF's confidential and/or propriety information, its reputation, and may jeopardize OOF's compliance with its legal obligations.
2. In consideration of these factors, all OOF clients, riders and stakeholders must comply with OOF's Social Media Policy at all times when using or participating in any form of social media/networking websites that currently exist or may exist in the future, including, but not limited to: Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Tumblr, Snapchat, Periscope, Google+, Flickr, Tumblr and blogs of any form. Participation includes submitting, responding or participating in any internet postings.
3. Failure to comply with OOF's Social Media Policy may result in OOF taking disciplinary action against any OOF client, rider or stakeholder in accordance with this policy. Breach of this policy may also result in OOF bringing civil and/or criminal proceedings against OOF clients, riders or stakeholders, where applicable.
4. OOF reserves the right to require OOF riders or stakeholders to remove postings, comments or any other social media submissions deemed to constitute a breach of this policy. Failure to comply with OOF's request for removal may result in disciplinary action.
5. To ensure OOF's Social Media Policy compliance, OOF reserves the right to review, monitor and intercept social media postings that include reference to OOF and/or OOF riders and stakeholders. By

agreeing to abide by OOF's Social Media Policy, all OOF riders and stakeholders consent to such monitoring.

6. Through use of social media, OOF Riders and stakeholders must:

1. Refrain from posting racist, discriminatory, inflammatory, defamatory, derogatory, abusive, threatening or obscene statements or material about others, including without limitation:
 - i. OOF
 - ii. Current or former OOF Riders or stakeholders
 - iii. OOF sponsors and partners
 - iv. OOF affiliates
2. Not post any statements that have the potential to directly or indirectly damage OOF's name, brand or reputation.
3. Clearly express in posts that disclose their affiliation with OOF that they are speaking on their own behalf and their views do not represent those of OOF.
4. Not use OOF trademarks, logos, brand names, slogans or any confidential or propriety information without obtaining prior written consent from OOF.

7. OOF will fully comply with any and all:

- a. Laws;
- b. Requests from governmental or other regulatory authorities; or
- c. Orders from a court or other legitimate authority or jurisdiction that require OOF to disclose the identity and/or location of any OOF client or stakeholder who posts material in breach of the requirements of this policy. OOF may share client or stakeholder's personal information with police or any other governmental authority if asked to do so in connection with any investigation involving suspected illegal activities.

Guidelines for Social Media Best Practices

DO

- Take advantage of social media to provide updates and connect with a broad audience.
- Review your privacy settings to gain a full understanding of who has access to view your accounts.
- Be kind to one another. Personal comments about other riders on social media are not appropriate. This is a friendly barn – meanness or criticisms towards others of any kind will not be tolerated.
- Keep in mind that the slightest indiscretion, bizarre comment, or silliest joke has the potential to spark controversy and negative publicity.
- Ask yourself before every post, "Would I feel comfortable saying this on live television?" If you have any doubt, don't post it.

DON'T

- Make misleading comments that position an opinion as fact.
- Post any photos you have not personally shot unless you have express copyright permission from the photographer
- Post unverified or uninformed comments that have the potential to be damaging or defamatory.
- Post or share sensitive information about an individual or organization before it has been publicly released by the official source.
- Use social media to air a personal grievance with an individual or organization. Contact the individual directly to discuss your concern or contact OOF by email at info@oldorchardfarm.ca