



YEDA SOCIAL MEDIA GUIDE

Welcome! YEDA is committed to helping new teams to grow and succeed. YEDA has a large social media following and we are always looking for contributions from YEDA teams. This is a guide to working with the YEDA social media liaison to send in photos to be posted, shows to be advertised and submitting results from shows.

1. Submitting Photos to be Posted on YEDA Social Media

- a. If you host a show or attend a show and have photos that you would like to submit to the YEDA social media liaison for possible publication on YEDA social media, we have a step-by-step process for that
 - i. Send photos you wish to be published on YEDA social media in a Facebook message to the Official YEDA Facebook page (<https://www.facebook.com/showyeda>) or email them to the YEDA media inbox (mqueen@showyeda.com)
 - ii. Include in the message any pertinent information regarding the photos (name of show, date of show, name of those featured in photos, etc)
 - iii. YEDA reserves the final discretion to post or not post the photos for a variety of reasons (low image quality, not enough information provided, etc)

2. Submitting Information on YEDA Shows to be Advertised on YEDA Social Media

a. If you are hosting a YEDA show and wish for it to be advertised on Official YEDA Social Media, you must submit to the YEDA social media liaison for publication on YEDA social media by the following step-by-step process for that

- i. Send the following information in a Facebook message to the Official YEDA Facebook page (<https://www.facebook.com/showyeda>) email to the YEDA media inbox (mqueen@showyeda.com)
 1. Show Name
 2. Show Date
 3. Show Location
 4. Show Logo/Graphic if such exists (if not the YEDA social media liaison will create a graphic for the show)
- ii. This must be submitted at least 2 weeks prior to the YEDA show in question to give the social media liaison time to generate the graphic and post
- iii. YEDA reserves the final discretion to post or not post the photos for a variety of reasons (low image quality, not enough information provided, etc)

3. Submitting Results from YEDA Shows to be Published on YEDA Social Media

- a. If you host a show and have results/photos that you would like to submit to the YEDA social media liaison for possible publication on YEDA social media, we have a step-by-step process for that
 - i. Send all results and photos you wish to be published on YEDA social media in a Facebook message to the Official YEDA Facebook page (<https://www.facebook.com/showyeda>) email them to the YEDA media inbox (mqueen@showyeda.com)
 - ii.
 1. Include the name, date and location of the show of which the results correspond to
 2. Include all names and coordinating results (YEDA will not publish incomplete results)

3. Include any photos of the show
- iii. YEDA reserves the final determination to post or not post the results/photos for a variety of reasons (low image quality, not enough information provided, incomplete, etc)

4. YEDA Social Media Policy from Rulebook:

R20.05 Language detrimental to YEDA or any of its members in their social media will be subject to disciplinary action. As a YEDA Member, parent, booster, or any affiliation with YEDA, you agree NOT to post any negative remarks on any social media platform about any member, horse, parent, booster, or affiliate organization. This will not be tolerated and is strict. If this should occur, you may be subject to disciplinary actions including being excused from YEDA without refund of membership, entry or any related fee.