

## **California Rodeo Salinas Social Media Policy, January 2017**

Any social media\* profile used by California Rodeo Salinas (CRS) volunteers or employees that is used professionally, for promotion of CRS or for regular communications is an "Official CRS Profile" and shall only be created, posted and maintained with the prior approval of the Marketing Manager. All Official CRS Profiles belong to CRS and not to any volunteer. As the exclusive property of CRS all Official CRS Profiles will be retained by CRS when the volunteer associated with the profile ends his or her relationship with CRS for any reason. CRS retains full rights to all Official CRS Profiles, regardless of the wishes of a current or departing volunteer who has operated or maintained the profile while working or volunteering at CRS.

Committees with a Facebook page must make it a closed group where the Chairman decides who can belong to that group. Setting up Committee pages or groups must be cleared with Marketing Manager. The option for a public page or event to be attached to the CRS official Facebook page exists. Discuss with Marketing Manager and send them the information to publish and the event will be built and visible to over 30,000 CRS fans online.

Marketing Manager must be invited as a member of the group to oversee what is posted in closed group.

Confidential information (i.e. financial information and other proprietary information) may not be posted.

Posts must be professional and respectful. No profanity, sexualized language or jokes, images of a sexual nature, etc. No disparaging or defamatory statements about CRS, CRS staff, volunteers, sponsors.

Do not share posts from closed group to your personal Facebook page.

Circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations or promotion of outside organizations unrelated to CRS work is prohibited.

Content that raises any concerns should be reported to Marketing Manager.

Volunteers may be required to remove internet postings which are deemed to constitute a breach of this policy.

\*Social Media: Blogs, twitter, YouTube, Facebook, Instagram, SnapChat, ALL other forms of internet postings and communication.