



SOCIAL MEDIA GUIDELINES

The West Coast Reining Horse Association (WCRHA) is a non-profit organization dedicated to the promotion of the Reining Horse. The association was formed in 1982 with the goal being to bring Reining Horse events to the West Coast. WCRHA is an affiliate of and adheres to the guidelines of the National Reining Horse Association and provides a forum for exhibitors, breeders and anyone interested in the Sport of Reining and is proud to be one of the largest NRHA Affiliate Clubs.

WCRHA Digital Communications Committee is tasked with the responsibility to help promote the WCRHA approved events, shows and programs as well as protect the reputation of WCRHA and promote our brand wherever possible through the various digital mediums.

Social Media is a way for WCRHA to publish announcements and news of approved WCRHA approved events, shows and programs. Announcements should point back to the repository of all WCRHA information which is the website whenever possible.

Our service to our members, exhibitors, sponsors and volunteers is focused on WCRHA approved events, shows and programs that support the sport of reining. WCRHA social media pages are for:

- Promoting WCRHA approved events, shows and programs
 - This can include but not limited to:
 - WCRHA Shows
 - WCRHA Approved shows such as Gold N Grand that can count towards WCRHA Year End Awards program
 - Youth programs/events
 - NRHA programs such as Green Reiner / Rookie Day
- Promoting Sponsors as agreed to under Sponsorship Program
 - Sponsorship Program is to work with Digital Communications on volume, frequency and content of promotions.
 - Base line activity for past years has been
 - Announcement of new sponsorship
 - Creative built for website addition
 - Thank you promotion at each show at each level
 - Announcement at shows per Sponsorship program
 - 2022 addition - Bronze Sponsors and above have unlimited number of posts for advertising throughout the current sponsored show year.

WCRHA social media pages are not:

- Horse sale market place
- Selling goods and / or services
- Marketing arm for other programs or business
- Personal network board
- Real Estate for sale or rent