



NJHSRA Social Media Code of Conduct

Our Mission Statement:

- Promote the sport of rodeo and the highest type of conduct and sportsmanship and expose its positive image to the general public.
- Preserve the Western heritage.
- Offer a privilege of family bonding.
- Offer an opportunity of continuing education.
- Maintain the highest regard for the livestock.

Social Media has become an important and integral part of how we communicate, promote and market ourselves and NJHSRA. With this comes responsibility. There is a degree of perceived ambiguity as to what constitutes ethical behavior when participating in a personal way as a member of NJHSRA.

In addition to the previous code of conduct that members have signed this social media code of conduct aims to provide guidance on your responsibility as a member of NJHSRA. Please Note: When you are in NJHSRA or NHSRA Attire (**even if it is just a buckle**) it is imperative that you adhere to these standards:

1. **Public vs Private:** Most social media platforms have privacy or group settings. Despite this it is difficult to guarantee that what you are sharing is fully private. Therefore, you should assume that anything you share can be read by anyone, anywhere at any time and remember the internet has a long memory.
2. **Exercise Good Judgement:** Basically, if you would not want your parents, grandparents, employer or the board of NJHSRA seeing your post then you should not share it! It is important to understand the impact that your post has on you personally as well as NJHSRA. NJHSRA in accordance with our parent organization NHSRA holds its members to a high code of conduct. This code should guide you in your decisions on what is appropriate to post on social media.
3. **Respectful:** Never post malicious, misleading, or unfair content about your **organization, competitors, or other stakeholders**. Do not post content that is **obscene, defamatory, threatening, or discriminatory to an individual**, or the



organization. Do not post comments that you would not say directly to another person and consider how other people might react before you post.

4. **Responding to Posts:** Do not involve yourself in comments that are in response to someone challenging the sport of rodeo. For example, don't respond to a post that would engage you in a dialogue from an animal rights activist who is challenging treatment of livestock.

In accordance with this social media code of conduct all members (including adult members) have been given notice to the expectations outlined above. If you need to report/discuss a situation that has occurred, the student may go to any board member to guide you through the process of reporting. Concerns will then be directed to **Vanessa Pascale (student advisory committee member)** who will discuss the situation with the board.

Should a member of NJHSRA violate the intent of this social media code of conduct the following disciplinary actions will take place:

First Offense: \$50.00 Fine

Second Offense: \$100.00 Fine with loss of 1 performance. Student must be present at this performance and assist in the arena.

Third Offense: Student will be deemed ineligible for the remainder of the season and will not be able to participate in any rodeos for the remainder of the season.



ACKNOWLEDGEMENT OF RESPONSIBILITY

I _____ have read and am familiar with the rules pertaining to this amendment to the NJHSRA code of conduct and I agree to the conditions of this conduct and behavior policy agreement and assume responsibility for my actions.

Member's Signature Date

I accept full responsibility for the conduct of my child/ward and agree to action by the Association described above should he/she fail to meet the policies and conditions contained in this code of conduct policy.

Parent/Guardian Signature Date

Parent/Guardian Signature Date