

Best Practice Standard: Social Media - Updated 2026

This Old Horse, Inc. has carefully and thoughtfully developed a public presence that reflects our respect and reverence for the gifts and talents of older, unwanted, and special-needs horses. Our goal is to share authentic, hopeful stories that celebrate our horses, demonstrate our mission in action, and build a community around the work of This Old Horse.

Social media is a powerful way to share those stories and connect with our community. Because everything shared publicly can contribute to how This Old Horse and our horses are perceived, we are intentional about the images, videos, stories, and information associated with our organization.

Official This Old Horse Social Media

Social media accounts associated with This Old Horse are administered by individuals who have been designated and approved to manage those accounts and to use This Old Horse logos, program names, and other organizational branding.

Public social media accounts should be carefully moderated by their administrators to ensure that posts meet our standards for quality and content, that identifying information and privacy are protected, and that inappropriate comments are removed when necessary. Only approved content should be shared through official This Old Horse accounts.

TOH Horses and Personal Social Media

Photos, videos, or identifying information about horses owned by This Old Horse should not be posted to personal public social media accounts unless the content has been approved or provided by This Old Horse or was originally published through an official TOH account.

We understand that volunteers, caregivers, and others involved with our horses are proud of them and may want to share their experiences. If you have a photo, video, or story involving a TOH horse that you would like to share publicly, please reach out. We are happy to help determine whether it is appropriate to share or to create content that can be shared while remaining consistent with our mission and brand standards.

Content published by an official This Old Horse social media account may be shared or reposted to personal accounts.

AI-Generated and Digitally Created Content

AI-generated or digitally created images, videos, posters, or other content depicting or representing This Old Horse horses, programs, or activities should not be created or shared publicly without prior approval from This Old Horse.

We are committed to sharing authentic images and stories that accurately represent our horses, our work, and our mission. Public-facing content associated with This Old Horse should reflect that authenticity and remain consistent with established TOH brand standards.

Respecting the Privacy of Our Human Community

We recognize that individuals have different levels of comfort regarding social media and the amount of personal information they choose to share.

To respect the privacy of our human community, we do not share identifying information about individuals without their express permission; an email granting permission is sufficient. Even with permission, we do not use last names or disclose specific locations.

Images of children are not shared without permission from a parent or guardian.

Horses Not Owned by This Old Horse

For horses that are not owned by This Old Horse, including horses that have been adopted or are enrolled in any other programming, we obtain permission from the horse's owner before identifying the horse or sharing the horse's story. This does not apply to general images in which the horse is not identified.

Horse owners are welcome to share identifying information about themselves or their horse in the comments of a TOH post if they choose to do so.

Volunteers and others should be mindful not to provide identifying information about a horse, owner, adopter, foster, location, or other individual in comments unless that information has already been made public or permission has been given. Social media administrators may remove comments containing information that should not be publicly shared.

Private Social Media Groups

Some groups associated with This Old Horse may be designated as private groups for the purpose of allowing members to share casual photos, videos, updates, and personal information with one another. Membership in these groups requires approval by the group's administrator.

Because these groups are private, members may share information about themselves and their experiences at their own discretion, provided that what is shared is respectful, kind, and consistent with the expectations of the group.

Our Guiding Standard

When considering whether something involving This Old Horse belongs on social media, our guiding question should be whether the content accurately and respectfully represents our horses, our people, our work, and our mission.

Our horses' stories deserve to be told thoughtfully, authentically, and with the same respect and reverence that guide the care we provide them.