Best Practice Standard: Social Media

This Old Horse, Inc. has carefully and thoughtfully curated a brand with images and stories that show our respect and reverence for the gifts and talents of older, unwanted and special needs horses.

Our ultimate goal is to share hopeful, success stories of horses that exemplify our mission.

Social media is a powerful way to share our story and build our community. Social media accounts associated with This Old Horse are administered by individuals who are designated and approved to manage the account and use the associated logos and program names.

We acknowledge that there are wide variances between individuals regarding social media and the extent to which they are comfortable sharing personal information.

To respect the privacy of our human community, we do not share identifying information about people without their expressed permission (an email will suffice).   Even then, we do not use last names or specific locations. We do not use images of children without parental permission.

For horses that are not owned by TOH (adopted or waiting) we get permission from the owner to share their story (this does not apply to images where the horse is not identified).

The public social media accounts should be carefully moderated by the administrators to assure posts meet our guidelines for quality and content, that any inappropriate comments are deleted and only approved posts are shared.

The horse owner is free to share identifying information about themselves or the horse in the comments as long as it comes from them.   This can be tricky when volunteers comment about the post and include identifying information. The moderator can decide if those comments need to be deleted.

Social media groups that share personal information with one another and casual photos and videos, for example the Wells Creek stallion group, can be designated as 'private' group and members need to request inclusion and be granted access by the administrator. In private groups, members can share whatever information they choose as long as it is kind.

Refer to our best practices for photos and video for expectations of images.