

# THE ESSEX & SUFFOLK HUNT

## SOCIAL MEDIA POLICY FOR SUPPORTERS

Those who follow hounds do so for a multitude of reasons and it is understandable that some people want to let friends, family and the wider world know how they spend their free time while giving an insight into why legal hunting activities are something to be proud of. Followers of the Essex & Suffolk Hunt are no exception.

We want to help promote the positive aspects of our hunting activities and to help them reach a wider audience but at the same time avoid any malicious interpretation of our hunting activities while showing respect for others who follow our hounds.

When posting comments, photos or videos on social media, we request that all hunt supporters adhere to the following social media policy:

- Use social media platforms to show hunts and hunting in a positive light – highlight any charity fundraising and engagement in local community activities as well as lighter, fun posts.
- On a hunting day, do not post photos or videos of hounds' trail-hunting or carrying out exempt hunting unless given specific permission to do so by the Master(s);
- Restrict images used to those taken in public places - or where you have permission from the meet host or landowner - unless pre-approved by the Master(s).
- Respect farmers and landowners whose land you are accessing by not identifying locations in posts nor publishing details of any future or past meet arrangements.
- Please do not give descriptions of a hunting day or post how you are "looking forward to hunting at xxxxx tomorrow".
- Do not post photographs of, or tag members of, hunt staff or hunt officials, including trail-layers and hunt stewards.
- Never attach locations to posts, "check in" or upload "live".
- Only use photographs where you have permission of the photographer or have the rights to use them.
- Refrain from tagging businesses unless you are certain they are happy to be linked to the hunt's social media platforms.
- If asked for meet details via social media, refer the enquiry to the hunt secretary or relevant hunt official.
- Do not get involved in online debates with anti-hunting supporters or engage with anti-hunting posts.
- Refrain from sharing, liking or commenting on anti-hunting pages or negative posts.
- Do not post pictures or videos of rider or horse falls without specific permission of the person or the owner of the horse involved.
- Only post images of children or younger members of the hunt if you have prior permission from their parent(s).
- Always take screen shots of any abusive, threatening or discriminatory posts in case needed as evidence in any future police or legal cases.
- Any hunting-related photos or videos published on public pages or groups that identify a particular hunt should be pre-approved by the Masters of that hunt or their Social Media Administrator.
- Nobody wishes to "go viral" for the wrong reasons so, before any post goes live, please carefully consider whether any emojis you have used are appropriate and whether any of your comments, images or video clips could be misconstrued or used negatively by those who may want to damage the reputation of hunting.

If you have any doubts about what you are going to post, or want guidance how to ensure the messaging is suitable, please check the contents with your hunt's Social Media Administrator Oli Beckerlegge: [hsc\\_chairman@outlook.com](mailto:hsc_chairman@outlook.com) or 07795 483381 prior to it going live so they can offer advice.

Please support our official social media pages on Facebook Essex & Suffolk Hunt Supporters and/or Instagram Essex and Suffolk Hunt and please follow the [Countryside Alliance Hunting](#) Facebook page for regular hunting updates from around the country.