



MEDIA POLICY

INTRODUCTION

This policy is set out to provide guidance for all qualified and student IASF saddle fitters to ensure quality of work and presentation of the services offered by individuals is of a high standard and upholds the quality, ethics and integrity of the awarding body and their associates. This policy covers all on and off line media, promotional, editorial, advertising and presentations.

SCOPE

This policy relates to marketing content which is directly or indirectly linked to your saddle fitting services, skills or offering.

MODERATION

Media content published will be moderated and if found to be in conflict with the set policy will be highlighted with the individual and concerns discussed. Persistent failure to comply with the set policy may result in a formal investigation. Following investigation additional support or CPD may be recommended however any on-going, consistent or careless breach of the policy may result in disassociation from the awarding body and their affiliates.

If you have any concerns prior to publication of an image IASF are happy to review photographs and copy (text) before publication and will provide constructive feedback to help protect your brand and your reputation.

Similarly, if you have concerns over the publication of any image(s) or content published by a representative, student or associate of the IASF please contact admin@saddle-academy.com. All reports will be dealt with confidentially and sensitively.

GUIDELINES

Saddle fitters are encouraged to make use of media platforms both virtual, hard copy and in-person. On-line social networks are one of the most effective ways to communicate with the equine market however with instant access, screenshots and sharing it is imperative that all marketing material is approached with a certain amount of caution. A single poorly chosen photo or phrase can bring into question the skill and competency of the individual saddle fitter as well as the awarding body and their representatives.

1. When publishing photographs you must ensure the saddle is:
 - a. Correctly balanced
 - b. The correct length
 - c. Positioned correctly on the horse
 - d. Girthed correctly
 - e. Not too wide or too narrow
 - f. If featuring a rider, the saddle must be an appropriate size for both the horse and the rider
 - i. If any of the above are incorrect (i.e. a child has mounted an adults horse for a photo) it should be explained with accompanying text.
2. It is good practice to ensure all photos of riders include the correct use of PPE (fastened riding hat, correct footwear)
3. Photographs of horses ridden should not:
 - a. Be behind the vertical (including Low, deep and round or Rollkur)
 - b. Be hollow
 - c. Show positive grimace scale markers
 - d. Display a lameness or pain response
 - e. Display a rider who is excessively large for the horse
 - f. Feature an excessively tight noseband/flash or poorly fitted bit/bridle.
4. Photos specifically relating to your products or services should be professional and of a good quality, free from obvious hazards and health and safety risk factors.
5. All communications should be free from incorrect, unfounded, damaging, defamatory and libellous statements.

Confirmation of Receipt of Media Policy

I

Confirm that I have read and understood the Media Policy IASF MP V1 2002

Signed