

## **PRCA SOCIAL MEDIA POLICY**

The PRCA believes the engagement provided through social media platforms benefits the organization, enhances the fan enjoyment and generally promotes the sport of rodeo. To maintain the integrity of the membership and its cowboys, the PRCA developed a social media policy.

This policy is intended to serve as a guideline to keep the PRCA along its ascending path in both growth and mainstream popularity. The rules outlined are in accordance with many other professional sports organizations and the PRCA's Bylaws that govern the sport.

We encourage the continued use of social media by the PRCA membership, our athletes and our enthusiastic fans to promote the PRCA and the sport of rodeo in a positive way.

Membership, cowboys, and fans are asked to abide by the following rules:

The PRCA has a 90-second time limit on competition video content taken either by a contestant or a fan. This is 90 seconds of competition video, total, per rodeo performance or slack performance.

90 seconds of competition video may be accomplished through live or recorded means but the competition action may not exceed the allowed number of seconds.

Any video live or recorded off of a televised or official live-streamed program, broadcast on social media, is strictly prohibited.

Video clips collected at PRCA rodeos are for personal use only and may not be sold, repurposed or otherwise used for commercial purposes without licensing by the PRCA.

PRCA marks including logos and tag-lines may not be used in a way that portrays any post or video as an official communication of the Professional Rodeo Cowboys Association.

Videos found exceeding the 90 seconds of competition video rule on any platform, or utilized for commercial purposes without permission, will be removed without warning.

The PRCA may revise these Rules from time to time. The Rules are governed by PRCA Bylaws and by the laws of the State of Colorado without regard to or application of its conflict of law provisions or your state or country of residence.