



## Social Media Guidelines for working with Dartmouth Regatta

To ensure a positive and professional experience for everyone at this year's 180<sup>th</sup> Port of Dartmouth Royal Regatta, please adhere to the following social media guidelines when promoting your trade stand and engaging with our audience:

### 1. Frequency of Posting

- **Avoid over-posting:** Limit your posts to 1-2 per day to avoid oversaturating the feed. Focus on quality over quantity.
- Spread your posts across different time periods and platforms to reach a wider audience without overwhelming followers.

### 2. Maintain Professionalism

- Use a polite, inclusive, and respectful tone in all your posts and responses.
- Ensure content aligns with the family-friendly and community-oriented nature of the Dartmouth Regatta.
- Avoid negative commentary.

### 3. Transparency and Honesty

- Be upfront and clear in all your posts. For example, ensure pricing, offers, or promotions are accurate and clearly stated.
- Avoid using misleading language or imagery in your promotions.

### 4. Ethical Practices

- Follow sustainable practices in your trade and reflect them in your messaging. Highlight eco-friendly initiatives you've implemented (e.g., recyclable packaging, locally sourced products).
- Promote equality by using inclusive language and representing diversity in your posts.
- If sharing images of individuals, ensure you have their consent, especially for photos featuring children.

### 5. Engage Positively with the Community

- Engage meaningfully with event attendees and volunteers by answering questions, liking comments, and sharing relevant user-generated content (with permission).
- Tag official Regatta accounts and use event hashtags to join the conversation, but avoid excessive tagging or spamming.
  - #dartmouthregatta
  - #dartmouthregatta2025
  - #dartmouthregatta180
  - #royalregatta

### 6. Regulatory Compliance

- Ensure your social media activities comply with advertising and consumer protection regulations. Clearly label paid or sponsored content.
- Do not post copyrighted material unless you have the rights to use it.
- If you would like to use PODRR Branding or Trade Marks please contact [marketing@dartmouthregatta.co.uk](mailto:marketing@dartmouthregatta.co.uk)
- Registered Trade Marks: © **Port of Dartmouth Royal Regatta | Dartmouth Regatta | Dartmouth Royal Regatta**

### 7. Crisis Management

- If any issues arise regarding your trade stand, resolve them directly with event organisers rather than discussing grievances publicly on social media. Contact [traders@dartmouthregatta.co.uk](mailto:traders@dartmouthregatta.co.uk) or Traders Representative during the event.
- In case of negative comments on your posts, respond respectfully or escalate to the organising committee if necessary on [marketing@dartmouthregatta.co.uk](mailto:marketing@dartmouthregatta.co.uk)

By following these guidelines, you will help ensure a professional, enjoyable, and inclusive experience for all involved in the 180<sup>th</sup> Dartmouth Regatta in 2025. Let's make this year's event another great success together!

## Marketing & PR

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