

## SOCIAL MEDIA GUIDELINES FOR WORKING WITH DARTMOUTH REGATTA

To ensure a positive and professional experience for everyone at this year's 180th 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.

- o #dartmouthregatta
- o #dartmouthregatta2025
- o #dartmouthregatta180
- o #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 fo