

PRCA Social Media Policy

The PRCA believes the reach provided through available social media platforms will continue to not only benefit the organization, but the sport of rodeo as well. However, to maintain the integrity of the membership and its cowboys, the PRCA has enacted a social media policy. This policy is not to be viewed as restrictive or intimidating, but rather as a guideline to keep the PRCA along its ascending path in both growth and mainstream popularity. Social media is a powerful tool to reach those far and wide, and we hope that PRCA membership, cowboys and fans will continue to use these tools in an effort 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 implemented a 90-second time limit on video content taken either by a contestant or a fan.
- The time limit is attached to a single rodeo performance, whether that be one video clip or multiple clips that, in summation, do not exceed the 90-second time limit.
- We believe that this time limit allows for necessary leeway without inhibiting fans from enjoying the thrill of capturing their favorite rodeo cowboys inside the arena, and for cowboys themselves to continue to share their performances with their fans, friends, and family.
- Livestreaming of any kind, whether through such platforms as Facebook Live, Periscope, or any software sharing similar purposes, is prohibited. The PRCA is the sole distributor of any and all rodeo content, and violation will be subject to review and possible legal action.

The following is prohibited:

- Harassing a PRCA Official or spectator will not be tolerated. In accordance with PRCA Bylaw B10.3.4, engaging in, or attempting to engage in, any action threatening, berating, harassing, or intimidating a rodeo official, a rodeo spectator, any official representative or employee of the PRCA or any Member is prohibited.
 - Per PRCA Bylaw B10.3.4.1, social media activity, postings or any other form of online, mobile or digital communication is subject to this Bylaw.
- Conduct, speech, appearance or lack of financial responsibility which shall be determined by the PRCA to be significantly detrimental to the public image, reputation, or well-being of the PRCA or the sport of professional rodeo is subject to discipline in accordance with PRCA Bylaw B10.3.6.
 - Per PRCA Bylaw B10.3.6.1, social media activity, postings or any other form of online, mobile or digital communication is subject to this Bylaw.
- Displaying or transmitting content via Social Media that reasonably could be construed as an official public communication of any PRCA entity without obtaining proper authorization.
- Using a PRCA entity's logo, mark, or written, photographic, video or audio property without obtaining proper authorization.

- Only PRCA card- or permit-holding photographers and credentialed media photographers may shoot photos on the rodeo grounds using a professional lens. Fans may take photos from the stands, but only with cell phones or small cameras that have no extended lens. Those caught using cameras with a lens attachment, without the proper credentials, will be expelled from the rodeo grounds.
- The unauthorized sale of any photographs or videos taken at a PRCA rodeo is prohibited. Only PRCA member photographers may sell photos taken at PRCA rodeos.
- Displaying or transmitting content that contains confidential or proprietary information of any PRCA entity or its employees or agents, including, for example, financial information, medical information, strategic information, etc.
- Displaying or transmitting content that questions the impartiality of or otherwise denigrates a PRCA official or judge.
- Displaying or transmitting content that is derogatory or insensitive to individuals based on race, color, ancestry, sex, sexual orientation, national origin, age, disability, or religion, including, but not limited to, slurs, jokes, stereotypes or other inappropriate remarks.
- Displaying or transmitting content that constitutes harassment of an individual or group of individuals, or threatens or advocates the use of violence against an individual or group of individuals.
- Displaying or transmitting content that contains obscene or sexually explicit language, images, or acts.
- Displaying or transmitting content that violates applicable local, state or federal law or regulations.