

# ***Miss Rodeo USA Pageant***

## **Rules and Regulations; Phone Usage**

Social media has become increasingly important within the job expectations of Miss Rodeo USA. Because of this, we want to be sure contestants vying for the title can exhibit professionalism, character and personality on various social media platforms.

Contestants will have access to their phones at the following events for a temporary timeframe:

- During Tuesday interview wait time
- During Friday interview wait time

*Additional events or time periods may be added into the schedule at the discretion of the judges, pageant staff and/or Miss Rodeo USA Board of Directors.*

### **GUIDELINES, RULES & REGULATIONS:**

#### ***Turn-in/Storage***

- Contestants will turn in their personal cell phone devices, along with power cords for charging, to the pageant staff at orientation.
- If power cord is not provided, the pageant staff will not assume responsibility for having phone charged when it is time for contestant to use it.
- Phones will be stored with pageant staff when not during specified times of usage (see above)
- Phone is to be powered off each time it is turned in to pageant staff

#### ***Usage Guidelines***

- Contestants will be allowed to use the following forms of social media ONLY;
  - o Facebook, Twitter and Instagram
- While phone is within the contestant's possession, they are expected NOT TO:
  - o Make personal calls
  - o Communicate via text, chat or other apps designated for one-on-one communication
  - o Access the internet for general browsing purposes
- Contestants will be highly chaperoned during these periods to ensure they stay on task

#### ***Expectations***

- Contestants are encouraged to post about the events that they have attended, past experiences of the week or something planned later in the week.
- Material we would like to see:
  - o Inside look within the pageant from a contestant stand-point
  - o Selfies and posts about the contestant personal experience
  - o Group photos and snapshots
  - o Incorporate guests of MRUSA Events or IPRA/IFR events
  - o General promotion of MRUSA and IPRA/IFR

**Judging**

- After each specific timeframe contestants’ are allotted their phones for social media purposes, the judges will review their activity.
- Each post/photo that a contestant adds to social media (whether on Facebook, Twitter or Instagram) MUST USE THIS HASHTAG: **#mrusapageant2024**
  - o Additional hashtags may be used but #mrusapageant2024 is REQUIRED for all posting
- Judges will assess each contestant’s social media presence based on:
  - o Professionalism
  - o Personality/Uniqueness
  - o Promotional Value

**Repercussions of Inappropriate Behavior**

- As this is new to the pageant industry on a national level and we are taking a leap of faith in trusting the young women competing for Miss Rodeo USA – we expect them to use their best judgment in what they post. However, if when reviewing contestants’ activity and there is questionable content (whether intentionally or unintentionally) strict action will be taken.
- If the action is deemed disgraceful or malicious toward another contestant or anyone affiliated with the Miss Rodeo USA Association or the International Professional Rodeo Association – immediate disqualification will be discussed and voted on by the Miss Rodeo USA Association Board of Directors.
- If the action is deemed minor – the loss of future phone privileges will be discussed and voted on by the Miss Rodeo USA Association Board of Directors.
- **The Miss Rodeo USA Association reserves the right to ask for the removal of social media material posted during the designated time frames of contestant usage.**

I, \_\_\_\_\_, contestant of the Miss Rodeo USA Pageant have read, understand and agree to the above rules and regulations regarding phone usage at the national pageant.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date