

Social Media Guidelines for Miss Rodeo USA 2025 Pageant

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.

- 1) Please turn in your cell phone at orientation. Have your phone fully charged and turn your phone off. You will not have access to your phone throughout the pageant this year. Phones will be returned at the Awards Ceremony Sunday afternoon.
- 2) Social Media is very important for our pageant, rodeos, and sponsors.
- 3) Social Media is a judged event of the Miss Rodeo USA pageant.
- 4) The winner of the Social Media category will be recognized during the award ceremony.
- 5) Social Media contest will occur PRIOR to the pageant and will be judged by our judge panel on Sunday evening of check in.
- 6) The goal of our social media platform prior to pageant is to promote the Miss Rodeo USA Association, the Miss Rodeo USA pageant, the IPRA, the IFR and Miss Rodeo USA Sponsors.
- 7) **Guidelines/Requirements for Social Media for Miss Rodeo USA Contestants:**
 - Each contestant will make a *minimum* of 3 social media posts leading up to the pageant, after contestants are announced publicly (approximately December 13). You may make more than the required 3 posts if you wish.
 - One specific post must be made to promote the Miss Rodeo USA Association and the Miss Rodeo USA Pageant.
 - One specific post must be made to promote the IPRA and the IFR.
 - One specific post must be made to promote one of the sponsors listed in the sponsor listing for sponsor speech/sponsor shirt competition.
 - Platforms to use for social media promotion include Facebook and Instagram.
 - Each post promoting the pageant, the MRUSA Association, the IPRA, the IPR, or any MRUSA sponsor MUST USE THIS HASHTAG: **#mrusapageant2024**.
- 8) **Judging criteria**
 - Judges will assess each contestant's social media presence based on:
 - Professionalism
 - Personality/Uniqueness
 - Promotional Value
 - *reminder: professionalism includes your appearance in any post that includes a picture of you. Remember that your appearance should always reflect the values of a rodeo queen.
- 9) **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.
- **The Miss Rodeo USA Association reserves the right to ask for the removal of social media material posted during the designated time frames of this contest.**