



International Technical Rescue Association

P.O. Box 213

Victor ID 83455 USA

<https://www.technicalrescue.org>

info@technicalrescue.org

Social Media Content Policy

May 13th 2025

For the most recent standards versions & supporting documentation, visit

<https://www.technicalrescue.org>

Purpose

The purpose of this policy is to establish clear guidelines for the management, curation, and publishing of content on the official ITRA Instagram account. The goal is to maintain consistency, uphold our professional standards, ensure alignment with our mission, and foster greater engagement among members, sponsors, and the global technical rescue community.

Scope

This policy applies to all content submitted for publication on ITRA's Instagram account, including but not limited to:

- Training course promotions
 - Event announcements
 - Operational photos and videos
 - Sponsor acknowledgements
 - Member achievements
 - General educational content related to technical rescue
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Content Objectives

1. **Promote Technical Rescue Excellence:** Share high-quality, mission-aligned content that educates, informs, and promotes safe rescue practices.
 2. **Highlight ITRA Members and Courses:** Give visibility to our instructors, students, and the courses being delivered worldwide.
 3. **Engage and Grow the Community:** Maintain a professional, inspiring, and engaging presence on Instagram to attract followers and potential members.
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Submission and Approval Process

1. **Content Submissions:**

Members and sponsors may submit content for consideration via a dedicated form or email (e.g., media@itra.org). Submissions should include:

- High-resolution image/video
- Caption text (with context, hashtags, location, and tagged individuals)
- Date of the event
- Any required disclaimers or credits

2. **Review and Approval:**

All content will be reviewed by the Social Media Manager. Content may be:

- Approved as-is
 - Edited for clarity, tone, or branding
 - Returned for revision if incomplete or inappropriate
 - Rejected if it violates this policy or does not align with ITRA's mission
3. **Scheduling:**
Approved content will be scheduled for publishing based on relevance, timing, and existing content calendar priorities.
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Content Guidelines

- **Professionalism:** Content must reflect ITRA's values and commitment to professional standards.
 - **Consent:** Media must have documented consent from all identifiable individuals and comply with local privacy laws.
 - **Safety:** Posts must not depict unsafe, reckless, or non-compliant rescue techniques.
 - **Branding:** Where appropriate, include ITRA logos, tags (@itra.global), or approved branding elements.
 - **Sponsors:** Content promoting sponsors must clearly indicate their relationship and avoid endorsement language unless pre-approved.
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Member Access and Collaboration

We encourage members to:

- Regularly contribute high-quality content from their activities
- Collaborate on takeovers or featured series (e.g., "Instructor of the Month")
- Tag @itrainternational in their own posts for possible resharing

We will explore creating a "**Contributor Access**" program for trusted members to collaborate more directly with the social media team, under moderation.

Enforcement

Content published outside this policy may be removed at the discretion of the Social Media Manager. Repeat violations may result in temporary or permanent suspension of content submission privileges.