

# Miss Texas

Scholarship Organization, Inc

## Social Media - Brand guidelines, Voice, and Statement

### Social Media Guidelines and Voice:

Social media presence is important and vital to the Miss Texas Organization program. Although the organization's state representative and candidates change each year, the organization's brand voice must maintain a degree of consistency and professionalism.

The brand voice applies to all media representatives who speak on behalf of MTO. Because our organization is a non-profit organization and depend on sponsors, donors, and supporters, the Miss Texas Organization does not endorse or oppose political candidates, parties, or organizations. Additionally, as we promote our amazing Texas women who are involved in our program, we will promote their strengths, interests, personal platforms and social impact initiatives, and not promotion or posts singling them out regarding their race, religion, sexual identification or sexual preference.

While we encourage our titleholders to be active with their social impact initiative and social media platform, it's important that posts are informative, inspirational, educational, and never accusatory, divisive, or exclusionary.

Miss Texas Scholarship Organization Statement: The Miss Texas Scholarship Organization is proud of who we are, and where we came from. Since 1937 our organization promotes Texas women, their work involving their community involvement, personal platforms and social impact initiatives, and the strength of their competition strengths that they present at the Miss Texas Competition each year. We choose to not try to be all things to all people. We are proud of who we are and simply stick to our purpose. And that is to be an organization that helps Texas women earn educational assistance as they take part in a program that promotes volunteerism, healthy living, talent, and an interest in the people and communities of their state, and additionally their country, as Miss America.