

Addendum A

This document serves as Addendum A to the Trainer Agreement.

Trainer Collaboration and Best Practices for Public Representation

Trainers play a vital role in shaping how our work is perceived — both within our programs and throughout the broader community. This guide outlines the shared standards and best practices we follow together to ensure our mission is represented with professionalism, clarity, and consistency.

1. Preventing Piggybacking

Do: Describe your own work, values, and approach; use neutral language when referencing collaboration with MIM; keep your business identity distinct.

Don't: Imply you are part of Milly In Motion; use MIM awards or branding to elevate your business; caption posts in ways that suggest shared branding or interchangeable services.

2. Disability Disclosure & Participant Privacy

A participant's disability is private and must never be disclosed.

Do: Focus on effort, joy, and abilities; use person-centered, strength-based language; keep captions neutral.

Don't: Name diagnoses; use disability-related hashtags; share medical information; frame identity around a condition.

3. Social Media Do's & Don'ts

Do: Highlight effort and adaptive strategies; maintain clear separation between your business and MIM; ask if unsure.

Don't: Imply affiliation; post content that confuses families about service providers; use captions portraying athletes as inspirational because of disability.

4. Standard Messaging Expectations

Trainers are independent providers. Collaboration does not equal affiliation. Participant dignity and privacy come first. All public messaging must reflect these boundaries.

5. Hashtag Use for Outside Companies & Organizations

To prevent confusion and protect MIM's identity, trainers must avoid hashtags for unrelated companies when posting MIM participants.

Do: Use general adaptive-fitness hashtags (#AdaptiveFitness, #InclusiveFitness, #StrengthForAll); keep hashtags focused on effort or inclusion;

Use the following hashtags for Milly In Motion:

- Instagram: #millyinmotion_inc
- Facebook: #millyinmotion

Use hashtags for your own adaptive-fitness business to maintain clear identity and transparency.

Don't: Include hashtags for other fitness companies or brands; imply partnership or endorsement, or mix MIM participant posts with unrelated program branding.

Why This Matters: Prevents confusion for families; protects MIM's identity; avoids unintentional endorsements; ensures participants are not used to promote unrelated brands.

Signatures:

Trainer Name: _____

Signature: _____ **Date:** _____

Milly In Motion Representative: _____

Signature: _____ **Date:** _____