

# Online Policies & Guidelines

At **Estill Voice International, LLC** we acknowledge the vital importance of engaging in meaningful online conversations and sharing bits of knowledge on social media. We are committed to ensuring that your participation in online social media aligns with our values and mission, and that it does not only reflect a spirit of respect and professionalism but also pays due credit to Jo Estill, whose pioneering work forms the foundation of our voice training principles.

**Vision:** Vocal empowerment for all

**Mission:** Lead the way in vocal training and rehabilitation

We are grateful for your promotion of EVT®. These online guidelines and policies have been developed to help acknowledge Jo Estill and honor her legacy.

Estill Voice International, LLC adheres strongly to its core values in the online social media community, and we expect the same commitment from all our Estill Trainers – including Pre-EFPs, EFPs, EMT-Cs, EMTs, EMCI-Cs, EMCIs, and EEAs. **Any deviation from these commitments may be subject to disciplinary review or other appropriate action.**

## Social Media Core Values

The following standards reflect the core value that we will treat our students and professional peers as we would like to be treated ourselves.

- 1. Transparency in every social media engagement.** We firmly discourage any attempts to manipulate the flow of social media by creating misleading or false destinations and posts. Furthermore, the use of “Estill”, “Estill Voice”, “Estill Voice Training”, “EVT” or “EVI” in the names, URLs, or titles of individual, personal or business websites, and social media accounts (including but not limited to Instagram, Facebook, TikTok, and Twitter) is strictly prohibited without a formal licensing contract with Estill Voice International, LLC.
- 2. Respect for copyrights.** It is crucial to adhere to our established social media policy diligently. This policy serves as a guideline to ensure that your actions and content creation aligns with legal boundaries, preventing any inadvertent infringement of copyright laws.
- 3. Take responsibility.** We will not comply with any organizations or websites that employ excessive tracking software, adware, malware, or spyware. We actively discourage our Estill Trainers and Affiliates from engaging with such practices.
- 4. EFPs, EMTs, and EMCIs hold the privilege of representing EVT® worldwide. As part of this privilege, they commit to upholding the [Core Values and Practice Standards](#) of the EVT® Community outlined in the Certification Manual 5.2.**

## 5. Our Expectations for Estill Trainers' Behavior in Online Social Media

It is paramount for all Estill Trainers and Estill Educational Affiliates to understand the implications of participating in any forms of social media and online shares in regard to EVT®, and to be aware of situations where Estill Voice International could potentially be held responsible for their conduct.

1. **Follow our Online Policies and Guidelines.** Estill Trainers are responsible for communicating guidelines to event hosts and promoters.
2. **Be mindful that you are representing the Estill community.** It is important that your content conveys the same positive, optimistic spirit that Estill Voice International, LLC insists in all of its communications. Be respectful of all individuals, races, religions and cultures.
3. **Fully disclose your affiliation with Estill Voice Training.** It is key to always disclose your name and certification level when communicating official courses and workshops, or sharing EVT-based curriculum, e.g. "My name is \_\_\_\_ and I am a (insert certification level) in Estill Voice Training by Estill Voice International."
4. **When in doubt, do NOT post.** You are responsible for your words and actions. As an online spokesperson, you must ensure that your posts are completely accurate and not misleading. If you are unsure whether your post content infringes on copyrights, please email us at [info@estillvoice.com](mailto:info@estillvoice.com).
5. **Give credit.** Do NOT claim authorship of something that is not yours. Please follow our Online Policies and email us at [info@estillvoice.com](mailto:info@estillvoice.com) if you have any questions.
6. **Remember that your posts can have a global impact.** Consider a global perspective when participating in online discussions.
7. **Know that the Internet is permanent.** Once information is published online, it is essentially part of a permanent record, even if you remove/delete it later.

## Online Policies

1. **Citation is mandatory.** Properly citing in social media involves a combination of verbal acknowledgment, written mentions in captions and tags, and visual cues such as logos.
  - a. **Verbal Acknowledgement:** At the start of your video, make sure to verbally recognize and credit EVT® and/or Jo Estill if the content you're sharing is based on copyrighted material. Click [here](#) to watch an example.
  - b. **Written Acknowledgement:** Include a written mention or acknowledgment in the video's caption using @estillvoice, and use our official hashtag #estillvoice within the video description or caption. Click [here](#) to watch an example.
  - c. **Visual Acknowledgement (optional):** If you are an official Estill Trainer, consider incorporating your Certification Badge or the official EVT® logo within the video. This can be displayed at the beginning/during/ending of the video. Click [here](#) to

watch an example.

2. **Do NOT share copyrighted material.** EVT® Course Materials, Slides, Handouts, or Workbooks are restricted to sharing within official courses only. Respecting and upholding copyrights is fundamental to our community and ensures the integrity of our educational resources.
  - a. **Use your own words:** Feel free to convey knowledge in your videos, but please refrain from directly quoting EVT® materials. Click [here](#) to watch an example.
3. **Guidelines for Estill Network Groups on Facebook**
  - a. Estill Networks must be set up as Facebook Groups. Facebook “Pages” are prohibited.
  - b. Network Facebook Groups must be administered by a group of 3 Estill Trainers in good standing with EMT or EMCI levels of certification.
  - c. Group names must begin with “Estill” and include “Network” with the name of the country or region, e.g. “Estill Network Pittsburgh.”
  - d. Estill Network Groups must be marked “visible” with membership freely granted to Estill Trainers and EVT® Course attendees where applicable.
  - e. Estill Network Groups must follow Facebook Group rules as well as EVT® [Core Values and Practice Standards](#).
  - f. Estill Network Groups must promote regional EVT® opportunities and discussions, offering equal access to any Estill Trainer with an Estill Workshop, Practice Group, or Course to promote.
4. **Consider joining our official Facebook Groups:**
  - a. Estill Trainers and Vocal Pedagogy: [facebook.com/groups/estillpedagogy](https://facebook.com/groups/estillpedagogy)
  - b. Estill Trainer Community Networking: [facebook.com/groups/641106425910533](https://facebook.com/groups/641106425910533)

## Online Guidelines & Resources

Estill Voice International, LLC has several official logos and icons – including but not limited to the EVI, EVOA, EEA, EEF, EWVS, EVT, and Estill Exercises horizontal and vertical logos, and the Estill Certification badges. **The EVT® logo and all the Certification badges may be used widely,** while the other official logos and icons are reserved for more selective use. **The EVI Logo is for staff member use only and when exclusive permission is granted** for conferences and publications.

1. All EVT® official logos and certification badges are available for your own promotional use on **My Trainer Center > Resources > Promotion > Badges and EVT® Logos**. Those currently using outdated logos are requested to promptly update them.

2. Do not modify the size, position, color or relationship of any of our official EVT® logo elements. The Estill Voice head icon must consistently be displayed in conjunction with the Estill Voice Training® text element.
3. The term “Estill Voice” when used in isolation is exclusively reserved for Estill Voice International, LLC.
4. For specific logo requisites not available on your trainer center (e.g., posters, large roll-ups, high-resolution images), please contact [info@estillvoice.com](mailto:info@estillvoice.com).

### EVT® Logos:

The EVT® logo can be treated in either a horizontal or vertical format. Full color and reversed treatments are shown below. Estill Voice Training® is registered, thus the ® should appear on the top right of the blue bar.

The EVT® logo can be placed on top of a colored background. However, it should not be placed on top of any color included in the logo. See “Prohibited Usage” section for examples.



**EVT® Certification Badges:**



**Official Colors:**

PRIMARY



**"ESTILL BLUE"**  
 C=100 M=92 Y=5 K=0  
 R=38 G=59 B=148  
 HEX: 263B94  
 PMS: 7687

SECONDARY



Estill World Voice Symposium  
 C=0 M=29 Y=68 K=0  
 R=253 G=188 B=104  
 HEX: FDBC68  
 PMS: 1355



Estill Exercises App  
 C=28 M=100 Y=35 K=4  
 R=178 G=31 B=103  
 HEX: B21F67  
 PMS: 675



EVT-based Vocal Health Tips  
 C=82 M=26 Y=26 K=1  
 R=14 G=145 B=158  
 HEX: 0E919E  
 PMS: 7710



Estill Voice Online Academy  
 C=57 M=74 Y=18 K=2  
 R=128 G=88 B=140  
 HEX: 80588C  
 PMS: 7661



Secondary Blue (Background)  
 C=100 M=89 Y=27 K=22  
 R=30 G=51 B=105  
 HEX: 1E3369  
 PMS: 654

**Prohibited Usage:**



**Other Resources:**

- [Certification Manual 5.2.](#)
- [Estill Trainer Spotlight Form](#)
- Find your Online Persona/Voice: [Brand Archetypes \(MKT Tool\)](#)
- [Meta Paid Ads](#) (we recommend exploring the Ads Specs tab)
- [IG Reels ads Userguide](#)
- [TikTok Userguide](#)