

# Rotary District 7680 Social Media Policy (2018)

If you are officially charged with representing Rotary in social media or if you are discussing Rotary or Rotary business-related issues in your personal use of social media platforms, you are required to adhere to this policy.

Rotary District 7680's Social Media Policy applies to all District 7680 Rotary Clubs and the members of those clubs who choose to make references to Rotary, its members, its services, its partners or related organizations when using a social media platform in a personal capacity.

It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Rotary position.

Social media includes (but is not limited to) the following:

- Social networking sites e.g. Facebook, LinkedIn, Google+, Friendster, Bebo
- Video and photo sharing websites e.g. Flickr, YouTube, Pinterest, Vimeo, Instagram, Vine, Tapiture
- Micro-blogging sites e.g. Twitter; Tumblr
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- Online encyclopedias such as Wikipedia
- Any other websites that allow individual users or companies to use simple publishing tools

## **Purpose**

Rotary District 7680 appreciates and understands the value in using social media to build more meaningful relationships with members, volunteers, communities, and other relevant partners. Rotary embraces social media as an important tool for community engagement and creating volunteering opportunities. Rotary also encourages its members to use social media in a personal capacity to reach out and share information and views with friends and communities.

With the rapid growth and application of social media, Rotary District 7680 recognizes the need to have a policy which ensures that members who use social media either as part of their volunteering or in a personal capacity have guidance as to the organization's expectations where the social media is about Rotary, its services, its people, its community partners, and partner organizations.

## **Guidelines**

The Social Media Policy is designed to protect the interests of members and the organization. When engaging in social media, you must follow these guidelines:

### **1. Representation:** Be clear about who you are representing

You are required to:

- Identify yourself as a Rotary member
- Ensure you do not imply in any way that you are authorized to speak on Rotary's behalf
- Ensure you do not knowingly use the identity of another Rotary member

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- Be mindful during your social Medias of the importance of not damaging Rotary's reputation and interests and/or bringing Rotary into disrepute.

### 2. **Responsibility:** Take responsibility for ensuring that any references to Rotary are factually correct and accurate and do not breach confidentiality requirements

You are personally responsible for the content of your posts online and you have the responsibility to ensure that:

- Any information about Rotary that you provide is informed and factually accurate
- Any opinions you state are clearly identified as your own opinion
- If you are offering your personal perspective on a matter related to Rotary, be mindful that your commentary and opinion does not cause, or have the potential to cause, damage to the organization or its interests.

You are also required to:

- Use a simple disclaimer to ensure that your stated views and opinions are understood to be your own and not those of District 7680 when you refer to any aspect of, or work done by, Rotary
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Rotary, its members, volunteers and partner organizations
- Think before you post and carefully consider the text, photos and videos from the perspective of those who may see them and react to them.

### 3. **Respect:** Take responsibility for ensuring that any references to Rotary are factually correct and accurate and do not breach confidentiality requirements

You are required to:

- Be respectful of Rotary District 7680, its clubs and members in everything you post online
- Be respectful of all other individuals and communities with which you interact online
- Be polite and respectful of other opinions, even in times of heated discussion and debate
- Adhere to the Terms Of Use of the social media channel you are using and conform to the cultural and behavioral norms of the social media platform being used
- Respect copyright, privacy and other applicable laws when publishing on social media platforms

### **District 7680 Social Media**

The Rotary District 7680 Governor will annually appoint a Social Media Administrator, who has the responsibility to monitor all District 7680 social media sites; and the authority to remove, deny or otherwise act to assure District 7680 social media sites are free of any adverse issues detailed above.