

Auxiliary to Sons of Union Veterans of the Civil War

Social Media Policies

Spokesperson Policy

In your social media communications, you should be clear that it is not an **official** social media channel of the National Organization, but is instead your own Auxiliary, Department, or National channel. You can use the following template as an example:

“This site is the [reference your specific social media channel] of [your name or organization] and is reflective only of the personal views, thoughts, and opinions of the [your name or organization] and the designated administrators. This site does not have the endorsement of the Auxiliary to Sons of Union Veterans of the Civil War – National Organization, and it is not an official communication channel of the Auxiliary to Sons of Union Veterans of the Civil War – National Organization.”

You should never respond to any controversy on behalf of the organization. The National President is the only one who can speak on behalf of the ASUVCW. If asked about an ASUVCW policy, simply refer them to the proper authority. Contact information via email is shown under National Officers available via main menu of the front page of our National website: www.asuvcw.org

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Controversial Issues

Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct. Remember that your words, actions and social media posts reflect on the ASUVCW for anyone who knows you are part of the organization.

Social Media and Junior Members and Youth

As is true for participation in ASUVCW activities, all Sisters, whether Member or Associate, should keep safety and protection of our Junior Members and all youth in mind. Social Media is heavily used by youth, and we must ensure that any transmission made using the ASUVCW trademarks and logos be done in such a way as to protect any user, especially minors, from questionable and potentially unlawful communication.

No pictures should be posted of youth without a signed permission. If it is your child, it is suggested you post only to “Friends”. Restrict your post so it cannot be “shared”

To help ensure that all communication on social media channels remains positive and safe, these channels must be public, and all communication on or through them must be public. This enables administrators to monitor all communication and help ensure there is no

inappropriate communication involving minors.

Permissions

In accordance with the provisions contained within this policy, an entity chartered by the ASUVCW already has permission to use the name, and logo of the ASUVCW and may use the name, and logo to establish a presence on the Internet, in social media, and other electronic communication, including but not limited to websites, Internet-based tools, accounts, Facebook pages and groups, Twitter accounts, and mobile device applications after approval from the Chairman of the Technology Committee. This includes Auxiliaries and Departments.

Administrative Rights

Social Media accounts must be monitored. Any Social Media account should be set up when the platform allows for at least two administrators so there is always one person available to monitor activity.

All Auxiliary, Department and National social media accounts, and electronic blogs that utilize the name and/or trademarks of the ASUVCW must have at least one member of the National Technology Committee as an Administrator both to monitor content and security and to assure there is no gap in monitoring.

Discipline

Social media “personas” in the form of public facing profiles or pages of Auxiliaries, Departments, and any National Organization profiles or pages are expected to adhere to the code of conduct as proscribed in the Constitution and Regulations of the Auxiliary to Sons of Union Veterans of the Civil War. Violation may result in suspension and review of social media account by proper authority. Any Sister who willfully uses social media in violation of, or contrary to, the Constitution and Regulations of the Order may face discipline.

Should you have questions regarding any of the guidelines and/or recommendations or concerning the use of a specific social media channel not covered here, please feel free to contact the National ASUVW Committee for Communication and Technology for further guidance.

National ASUVCW Technology Committee 2017-2018
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Revised 7/30/18 Approved 8/11/18 National Encampment