

# **Auxiliary to Sons of Union Veterans of the Civil War**

## **Social Media Guidelines**

Online social media tools such as Facebook, Twitter, Snapchat, Instagram, Pinterest, Flickr, Linked-In, and YouTube have made it possible for virtually anyone with Internet access to create and be part of virtual communities where people can discuss our Order, share events, memories, and other items of information.

The use of social media to connect with others interested in Civil War history can be a very positive experience. But the creation and maintenance of these accounts requires forethought, care, and responsibility. For that reason, the ASUVCW has developed this policy to help you navigate the use of social media channels.

It is important to remember that all social media channels are, by nature, designed to be social, that is, shared with members of the public. As such, whatever social media activities you engage in should be completed with the understanding that the public will see them and may engage in an online dialogue with you as a result. You should not do anything on a social media channel that reflects poorly on you, other individuals in your Auxiliary, Department, or the ASUVCW National Organization, or anyone else. Before posting any content on any social media channel, you should first ask yourself if that content is in keeping with the precepts of Fraternity, Charity, and Loyalty, and if it in any way violates the Constitution and Regulations of the Order, or the Constitution and Bylaws of your Auxiliary, Department, or the ASUVCW National Organization

As an additional consideration, once created, social media channels and the content on them “live forever” on the Internet, sometimes even if the accounts have been deleted. That means social media channels and posts created today may still exist five, 10, or 15 years from now, in some cases long after those who started them are no longer involved directly with our Order. As such, considerations should be made regarding the transitioning of administration rights and duties if the initial administrators end their direct involvement in the ASUVCW.

Also, organizations wishing to use social media must accept the fact that listening is just as important as speaking in these channels, and those wishing to participate in this space should be prepared to listen if they are to reap any value. Social media can be a powerful tool for sharing the mission and scope of the ASUVCW, and the Allied Orders, but if not executed properly, it can be a detriment to everything we represent. As such, engage in social media activities wisely. Also realize that social media is a new and evolving form of communication that requires flexibility, patience, and commitment, but the rewards of increased connection with, and understanding of, your target audience can be great.

### **General Usage Guidelines as established by the Technology Committee (Policies as established by the Technology Committee are attached)**

#### **General Usage Guidelines**

This policy governs both the publication of and commentary on social media by members and associate members of the ASUVCW. For the purposes of this policy, social media means any facility for online publication and commentary, including but not limited to blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Snapchat, Pinterest,

Instagram, and YouTube and any other similar sites which are constantly evolving. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

**Protect your own privacy**

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the ASUVCW website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

**Be Honest**

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also, be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and be cautious about disclosing personal details.

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