



To: The Members of Sons of Norway District and Local Lodges
From: Ron Stubbings, International Chair
Chris Pinkerton, President and CEO
Re: Monitoring Social Media Accounts and Ensuring Compliance with Social Media Policies.

Greetings,

I hope this letter finds you well. As representatives of the Sons of Norway, we strive to uphold our core values through our fraternal mission in our communities and throughout various Sons of Norway oriented activities, including a strong online presence connecting our members and followers through various social media channels. In line with this commitment, we are reaching out throughout our lodge system to emphasize the importance of monitoring your social media accounts, while ensuring compliance with the social media policies that govern your respective lodges.

In today's digital era, social media has become a powerful tool for communication and engagement. It allows us to connect with our members, spread awareness about our philanthropic endeavors and lodge events, and foster a sense of community. However, it is essential that we exercise caution and adhere to our established guidelines when representing the Sons of Norway on social media platforms.

To maintain consistency and protect the integrity of Sons of Norway, we kindly request that each district and local lodge take the following steps:

1. **Social Media Policy:** Review your governing social media policy and familiarize yourself with the rules for social media etiquette, monitoring accounts, and reporting concerns. If your lodge or district does not have guidelines directing the use of your lodge's social media accounts, for the safety of your users and in the best interest of the Sons of Norway, please implement one immediately. See *Appendix A for a Sample social media Policy for use and reference.*
2. **Name and Emblem:** Ensure that the social media accounts associated with your lodge follow the appropriate Sons of Norway naming convention: "**Sons of Norway: [Lodge Name] [Lodge Number].**" The sole use of the Sons of Norway name and emblem within the public domain without the express consent of the IBOD is strictly prohibited under Section 4.1 of the Sons of Norway Policies and Procedures.
3. **Monitor Social Media Accounts:** Regularly monitor the social media accounts associated with your lodge. This includes official Sons of Norway accounts, as well as any accounts created by lodge members that mention or represent Sons of Norway. Thoroughly review the content, comments, and interactions on these pages to ensure they align with Sons of Norway's values and mission.
4. **Engage Responsibly:** Encourage responsible social media engagement among your members. Remind them of the importance of presenting our organization in a positive light and promoting Sons of Norway's mission with professionalism and respect. Address any inappropriate or non-compliant content promptly and educate members on your governing social media policy as needed.



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5. Report Concerns: If you come across content or activity that raises concerns or may potentially violate your social media policy, please report it to the appropriate channels at your lodge, within the district, or to Sons of Norway's headquarters. We are here to provide guidance, support, and resolution to any issue that may arise.

Remember, as representatives of Sons of Norway, we have a collective responsibility to safeguard our reputation and maintain the trust of our members and communities. By monitoring social media accounts and adhering to social media standards, we can continue to foster a positive online presence that reflects Sons of Norway's objectives, values, and mission.

Thank you for your attention to this matter. We greatly appreciate your commitment to upholding the principles of the Sons of Norway. Should you have any questions or require further clarification, please do not hesitate to contact your district representatives, or contact Sons of Norway's headquarters at: fraternal@sofn.com

Fraternally yours,

Connie O'Brien, Vice President of Fraternal and Foundation Development

Appendix A: Sample Social Media Policy

Social Media Policy

Purpose: The purpose of this social media Policy is to provide guidelines for members of Sons of Norway to ensure safe and responsible engagement on social media platforms. By adhering to these guidelines, we aim to protect the reputation of our fraternal mission and Sons of Norway while maintaining a positive online presence.

1. Personal Responsibility:

- i. All members are personally responsible for their actions and behaviors on social media platforms. Remember that in engaging Sons of Norway social media accounts, your online presence reflects on the organization, and inappropriate or unprofessional behavior may have consequences.
- ii. Do not engage in any form of harassment, bullying, discrimination, or offensive language on social media. Treat others with respect and professionalism at all times.

2. Confidentiality and Privacy:

- i. Respect the confidentiality and privacy of Sons of Norway, its members, employees, and partners. Do not disclose any Sons of Norway confidential or proprietary information on social media platforms without proper authorization.
- ii. Refrain from sharing personal or sensitive information about fellow lodges, fraternal members, employees, or any individuals associated with Sons of Norway without their explicit consent.

3. Intellectual Property:

- i. Respect intellectual property rights. Do not post or share copyrighted material, trademarks, or any content that infringes upon the intellectual property of others without permission.
- ii. When sharing content created by others, give proper credit and attribution.

4. Accuracy and Honesty:

- i. Ensure the accuracy of the information you share on social media platforms. Avoid spreading false or misleading information.
- ii. Clearly distinguish between personal opinions and official statements from the organization. If you are sharing personal opinions, make it clear that they do not represent the views of the Sons of Norway.

5. Use of Official Accounts:

- i. Official social media accounts of Sons of Norway should only be managed by authorized individuals.
- ii. Be mindful of the content shared through official accounts, ensuring that it aligns with Sons of Norway's objectives, values, and mission.
- iii. Regularly monitor and respond to comments, messages, or mentions on official accounts in a timely and professional manner.



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6. Personal Branding:

- i. When identifying yourself as a member of Sons of Norway on your personal social media profiles, make it clear that your opinions and statements are your own and not necessarily reflective of Sons of Norway.
- ii. Avoid making comments or engaging in discussions that could be perceived as representing Sons of Norway if you are not authorized to do so.

7. Social Media Etiquette:

- i. Be mindful of your tone and language when engaging in conversations on social media. Maintain a respectful and professional demeanor.
- ii. Avoid engaging in arguments or heated debates that could negatively impact Sons of Norway's reputation.
- iii. Be cautious when discussing political or controversial topics that could potentially alienate or offend others.

8. Reporting Concerns:

- i. If you come across any social media content that violates this Policy or could potentially harm the reputation of Sons of Norway, report it to the appropriate authority within your lodge, the district, the IBOD, or Sons of Norway's headquarters.
- ii. If you have any questions or concerns about social media usage, seek guidance from your designated authority or Sons of Norway's headquarters.

Acknowledgment:

By engaging in social media activities related to Sons of Norway as a member of Sons of Norway, you acknowledge that you have read and understood this Policy. Failure to comply with this Policy may result in disciplinary action, up to and including termination of membership.

Name

Signature

Lodge

Date