



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.



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