ANEW

2024 Proposed Social Media Policy Updates

March 2024

Marketing Committee

ANEW Social Media Policy - as of March 2024 Committee Recommendations

**GUIDELINES FOR PUBLIC SOCIAL MEDIA CHANNELS**

* The official admins of the social media for ANEW must be a current member of the marketing committee.
* Ensure that all content on social media is appropriate, reflects public and accurate information, and portrays ANEW in a positive light.
* Negative comments will be addressed by the Marketing Committee.
* Acceptable Posts:
  + Marketing for or post about a past ANEW events such as monthly lunches, annual meeting, Holiday Bazaar or special events
  + Posts seeking or recognizing nonprofit tables, advertisers or other supporters of ANEW
  + Holiday posts
* Do not include in social media:
  + Promotion of community service or nonprofit events and/or organizations is not allowed. Content from Non-profit tables that attended an ANEW Luncheon is permitted.
  + It is not appropriate to use ANEW’s social media sites to solicit fundraising requests from a member or for product endorsements or personal/commercial advertising.
  + Do not post members’ contact information on any social media outlet. Direct posts to the website or the [info@evansvilleanew.org](mailto:info@evansvilleanew.org) email address or a Direct Message on the Platform.
  + All social media content is subject to the approval by the ANEW Marketing Committee; inappropriate content will be removed.

**GUIDELINES FOR PRIVATE ANEW FACEBOOK GROUP**

* **Purpose**: This platform is for members to share information about their business or, non-profit involvement and open discussion in a private group. Share information to deepen relationships between members and networking within ANEW.
* **Membership Approval**: This group is set to private and membership is required to join this group.
* **Group Rules**: Respectful communication, avoiding over use of marketing of your product or service to avoid spamming members. Guidelines for each member to post two times a month and if you have additional posts reach out to the marketing committee to approval. Examples:
  + Post about your business once in a month and post about your nonprofit
  + Post two times in one month about your business
  + Post two times in one month about your non-profit involvement and events or fundraisers that they are having
* **Moderation**: Group moderators or admins will help enforce the group rules and maintain a positive atmosphere.
* **Encourage Participation:** Active participation in this group is encouraged by posting questions, sharing relevant content, and engaging in discussions. You can also prompt discussions with regular themed posts or conversation starters.
* **Respect Privacy:** Remind members to respect each other's privacy and refrain from sharing personal information without consent. Encourage the use of private messaging for sensitive discussions.
* **Zero Tolerance for Harassment or Hate Speech**: Harassment, bullying, hate speech, or any form of discrimination will not be tolerated in the group. Members will be removed if necessary.
* **Reporting**: Members are encouraged to report any violations of the group rules to the moderators or admins.

**LEGAL**

* Each member must abide by any and all applicable federal, state and local laws, especially those governing computer and telecommunication use, privacy and publicity rights and defamation.