



Social Media Policy

Revised 8.28.20

Policy brief & purpose

Mountain Artists Guild's (Guild's) **social media policy** provides a framework to employees and members for using social media. Social media is a place where people post or exchange information, opinions and experiences to learn, develop and have fun. Whether you are handling a Guild account or using one of your own, you should avoid damaging our non-profit organization in any way. This policy provides practical advice to avoid issues that might arise from inappropriate use of social media inside and outside of the Guild.

Scope

This policy applies to all of our employees and members.

By "social media," we refer to a variety of online communities like blogs, social networks, chat rooms, web sites and forums – not just platforms like Facebook or Twitter.

This policy is built around three different elements:

1. Using personal social media platforms at the Guild
2. Using the Guild's social media platforms
3. Mentioning or linking to our Guild in personal social media platforms

Policy elements

Using personal social media

We strongly support each member's rights to self-expression and free speech, and believe in our members' absolute right to use their own social media platforms in this regard.

We do, however, ask you to be careful when posting on your own social media platforms. The Mountain Artists Guild expects members to comport themselves with the highest levels of dignity and respect for all individuals and to promote public trust in our organization. The Mountain Artists Guild condemns all forms of racism and bigotry. It is the explicit policy and commitment of the Mountain Artists Guild that it does not discriminate on the basis of race, age, ethnicity, gender, sexual orientation, gender identity, national origin, disability, or religion.

We caution you to avoid violating Mountain Artist Guild policies, including our anti-harassment, non-discrimination, and confidentiality policies. Remember that *your* posts may be open to public scrutiny and comments you leave on others' posts are too. As such, avoid posting anything that could be detrimental to the reputation of the Guild.

We advise our employees and members to please:

1. **Be respectful, polite and patient** when engaging in conversations on our Guild's behalf.
2. **Ensure others know that your personal account or statements don't represent our Guild.** You shouldn't state or imply that your personal opinions and content are authorized or endorsed by our Guild. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
3. **Avoid any discriminatory, offensive or libelous content.** It may be considered a violation of our Guild's anti-harassment and non-discrimination policy.
4. **Avoid making any political statements** on the Guild's social media platforms.
5. **Correct or remove** any misleading or false content as quickly as possible.
6. **Follow** laws on copyright, trademarks, plagiarism and fair use.

Consequences of Non-Compliance

We monitor all social media postings on our Guild's social media accounts. The Mountain Artists Guild reserves the right to terminate employment or membership for violation of the Guild's policies or for conduct detrimental to the Guild, which may include an employee's or member's personal social media posts or other communications.