

SUVCW Social Media Policies and Guidelines (Revised July 31, 2022)

I. Overview

Social media is a term that describes the engagement in internet-based social platforms that are visible to others. Social media tools allow for the creation and exchange of user-generated content. All social media is trackable, traceable, and discoverable. These networks include (but are not limited to):

- Audio/video sharing (podcasting, TikTok, YouTube, Vimeo, etc.)
- Blogs and blog comments
- Commenting on news stories and other platforms online
- Geotaging and review (Foursquare, Google Reviews, Nextdoor, TripAdvisor, etc.)
- Information sharing (Chat Rooms, Listservs, Forums, Message Boards, etc.)
- Micro-blogs (Twitter)
- Photo sharing (Instagram, Snapchat, Flickr, Pinterest, Photobucket, etc.)
- Professional and social networks, and publishing platforms (Facebook, Forbes, Tumblr, WhatsApp, LinkedIn, etc.)
- Q&A (Quora)
- Social bookmarking (Pocket, Reddit, etc.)

New platforms and applications for electronic devices (mobile, TV, PDA's, etc.) are being launched regularly. All of these increase the users' virtual footprint, introduce new business development, marketing, and public relation opportunities, and add to the amount of trackable, traceable, and discoverable information online.

The SUVCW believes the use of social media can support the transfer of information within membership, assist with recruitment and retention efforts, and promote the overall mission of the organization. We are aware of, and understand, how social media can affect relationships within the membership, with the media and with the public at large. We also understand that social media is often used personally and not exclusively for the business of the organization.

The SUVCW Social Media Policies and Guidelines are intended to prompt the forethought, care and responsibility that are necessary components of creating and maintaining social media accounts and navigating the broader world of social media. As new tools are introduced, and new challenges emerge, SUVCW's Social Media Policies and Guidelines will be revised further to reflect those changes.

II. Individual Profiles

Brothers are personally responsible for any online activity that they conduct. As is true for participation in SUVCW activities, all Brothers, whether Member or Associate, Full or Junior, should abide by the principles of Fraternity, Charity, and Loyalty when participating in social media networking. The SUVCW National organization respects Brothers' right to privacy and free speech as they apply to online activity conducted on personal social media accounts and email addresses. However, what Brothers publish on personal sites should never be attributed to the SUVCW and should not appear to be endorsed by or originated from the SUVCW. If a Brother chooses to list his affiliation with the SUVCW on a social network, then he should regard all communication on that network as he would in a professional network. Online lives are ultimately linked, whether or not a Brother chooses to mention the SUVCW in his personal online networking activity.

III. Camp, Department, and SVR Profiles

Where possible, the username "SUVCW" should be reserved for the National Organization (e.g., @SUVCW on Twitter). Any username by a Camp, Department, or SVR Unit should include SUVCW in their username (e.g., @SheridanCamp2SUVCW, or similar). On platforms that allow a more complete identification, such as a Facebook Page, including the name of the Camp, Department, or SVR unit, with the additional designation "SUVCW" is preferred.

Camp, Department and/or SVR social media accounts should include information that clearly establishes the account(s) as not being an official social media account(s) of the National Organization, but is instead your own Camp, Department, or

SVR unit account. It should additionally be understood that such accounts are not the personal accounts/property of the Brother(s) who created them. Instead, they are the property of the Camp, Department, and/or SVR unit that they represent.

The following template language can be used at the discretion of the Camp, Department, or SVR unit: *“This site is the [reference your specific social media channel] of [your name or organization] and is reflective only of the personal views, thoughts, and opinions of the [your name or organization] and the designated administrators. This site does not have the endorsement of the Sons of Union Veterans of the Civil War – National Organization, and it is not an official communication channel of the Sons of Union Veterans of the Civil War – National Organization.”*

IV. Content and Language

- Never disclose or use proprietary, privileged, or confidential information in any form on online media.
- Be respectful of personal privacy. This includes refraining from sharing online others’ personal contact information unless you have received their permission to do so.
- Obey the law. Do not post any information or conduct any online activity that may violate applicable local, state, or federal laws or regulations.
- Do not post anything using the SUVCW logos, badges and/or other emblems in conjunction with inflammatory remarks.
- Be wary of hostile communications. If a reporter, blogger, or any other online influencer posts a statement with which you disagree, and you feel a comment is warranted, be very careful in your use of words. Vulgar or derogatory language should strictly be avoided. In some states, online harassment is a misdemeanor or a felony.
- Responding to media inquiries requires approval. If you are contacted directly by a journalist regarding issues pertaining to the SUVCW, bring the inquiry to the immediate attention of a relative officer.

V. Nondiscrimination and Anti-Racism

The SUVCW, following in the tradition of our forefathers in the Grand Army of the Republic, does not tolerate discrimination and racism. Any online discourse in violation of our nondiscrimination and anti-racism principles, including sharing of content from other sources, may be cause for disciplinary action.

VI. Youth Protection

All Brothers should review and strictly adhere to the terms of service and existing guidelines outlined by each individual social media channel. As with any SUVCW undertaking, safety and Youth Protection should be a key focus, pursuant to the provisions of the C&R regarding the protection of minor-age members. Social media is heavily used by youth, and we must ensure that any transmission made using the SUVCW trademarks and logos be done in such a way as to protect any user, especially minors, from questionable and potentially unlawful communication.

To help ensure that all communication on social media channels remains positive and safe, these channels must be public, and all communication on or through them must be public. This enables administrators to monitor all communication and help ensure there is no inappropriate communication between Brothers and minors. Therefore, private channels (e.g., private Facebook groups or invite-only YouTube channels) are generally not acceptable in helping to administer the Camps, Departments, the SVR, or the National Organization. Private channels and private communication put both the public and our Brothers at risk.

If you feel the information you seek to share via social media channels should not be shared in public, you should not share that information via social media. As it relates to social media and minors, two-deep leadership means there should be no private messages and no one-on-one direct contact through email, Facebook messages, Twitter direct messaging, chats, instant messaging (Google Messenger, AIM, etc.), or other similar messaging features provided through social media sites between adult members and minors, whether in the Allied Orders or not. All communication between adults and youth should take place in a public forum (e.g., the Facebook wall), or at a bare minimum, electronic communication between adults and youth should always include one or more authorized adults openly copied on the message or message thread. While all communication should be public, it is recommended that as you and members of your Camp, Department, or SVR unit create personal social media profiles, the personal information on these profiles should be kept

private (e.g., do not display your phone number, address, or personal email address on these profiles). It is recommended that any Brothers, especially Juniors and Junior Associates with personal profiles for social media make those profiles private so the Brother's personal information is not accessible by the public. In creating personal profiles, everyone should familiarize himself with and abide by the terms of service of the sites where they create and maintain personal profiles.

VII. Social Media Safety Guidelines for Minors

Any Camp, Department, or SVR unit that uses social media should share the following safety guidelines with their minor Brothers, and all minor Brothers should abide by the following guidelines and personal protection rules:

- Keep online conversations with everyone in public places, not in email.
- Do not give anyone online your real last name, phone numbers at home or school, your parents' workplaces, or the name or location of your school or home address unless you have your parents' permission first. Never give your password to anyone but a parent or other adult in your family.
- If someone sends or shows you email or any type of direct message/wall post with sayings that make you feel uncomfortable, trust your instincts. You are probably right to be wary. Do not respond. Tell a parent or trusted adult what happened.
- If somebody tells you to keep what's going on between the two of you secret, tell a parent or guardian.
- Be careful to whom you talk. Anyone who starts talking about subjects that make you feel uncomfortable is probably an adult posing as a kid.
- Pay attention if someone tells you things that don't fit together. If one time an online "friend" says he or she is 12, and another time says he or she is 14. That is a warning that this person is lying and may be an adult posing as a kid.
- Unless you talk to a parent about it first, never talk to anybody by phone if you know that person only online. If someone asks you to call—even if it is collect or a toll-free, 1-800 number—that's a warning. That person can get your phone number this way, either from a phone bill or from caller ID.
- Never agree to meet someone you have met only online at any place off-line, in the real world.
- Watch out if someone online starts talking about hacking or breaking into other people's or companies' computer systems; phreaking (the "ph" sounds like an "f"), the illegal use of long-distance services or cellular phones; or viruses (online programs that destroy or damage data when other people download these onto their computers).
- Promise your parent or an adult family member and yourself that you will honor any rules about how much time you are allowed to spend online and what you do and where you go while you are online.

VIII. Ensuring Sustainable Management of SUVCW Social Media Accounts

SUVCW Departments, Camps and SVR units should administer their social media accounts in a way that ensures constant adherence to the SUVCW National Social Media Policies and Guidelines. A qualified officer of the Camp, Department, or SVR unit should have the responsibility of serving as administrator of the relevant social media accounts and monitor them daily. Backup administrators/monitors should be designated so there is no gap in the monitoring. It may also be helpful to offer elected officers the opportunity to serve as administrators and post/share information on behalf of the particular Camp, Department, or SVR unit.

Content posted on social media "lives forever" on the Internet, sometimes even if the accounts have been deleted. That means social media 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 with SUVCW.

IX. Consequences for Violating the SUVCW Social Media Policies and Guidelines

Any Brother who willfully uses social media in violation of, or contrary to, the Constitution and Regulations of the Sons of Union Veterans of the Civil War may face discipline as outlined in Chapter IV of same.

