

## National League of POW/MIA Families Social Media Policy

The League recognizes the importance of the Internet in shaping public opinion about our organization and the POW/MIA accounting mission. We also recognize the importance of the public joining in and helping our mission through interactions on social media. The League is committed to supporting honest, transparent, and knowledgeable dialogue regarding our mission and other relevant matters on the Internet through social media.

This policy memo provides guidance for employee and board use of League-affiliated social media, which should be broadly understood for purposes of this policy to include blogs, Wikipedia individual entries, microblogs, message boards, chat rooms, electronic newsletters, online fora (forums), social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner. This policy memo also provides guidance to users on content that is allowed or prohibited on any social media channels affiliated with the League.

League-affiliated social media will be monitored; any content that is prohibited or deemed inappropriate based on the guidelines listed within this memo will be removed by the Office of the Executive Director, or by any other moderators authorized by the Executive Director.

### **Mission**

The League's single, threefold mission supporting our POW/MIAs and KIA/BNR from the Vietnam War is to obtain the release and return of all prisoners, the fullest possible accounting for the missing, and the repatriation and identification of remains of those not yet recovered who died serving our nation.

### **Welcome Content**

On all League-affiliated social media networks, posts and questions regarding the League's mission are welcome. We urge the board, family and associate members, and the public to participate in an open dialogue regarding the League's mission and any other relevant matters.

### **Unwelcome Content**

While our social media policy generally provides a lot of leeway in what content is acceptable, the following list contains content that is absolutely prohibited.

Content is prohibited if it

- Is illegal
- Is sexual or suggestive in any manner
- Encourages or incites violence
- Threatens, harasses, or bullies, or encourages others to do so
- Contains inflammatory or derogatory language
- Contains personal or confidential information
- Impersonates someone in a misleading or deceptive manner
- Solicits or facilitates any transaction or gift involving certain goods and services not relevant to the League
- Is spam

## **Enforcement**

Our posting guideline enforcement will be as follows;

- First offense – The League will remove the offending post and remind the user of the rules listed within this Social Media Policy.
- Second offense –The League will remove the offending post and block the user from posting on League-affiliated social media. This ban can be appealed at the discretion of the Executive Director for a decision by the Board of Directors.
- Third offense – User will be banned from all League-affiliated social media and League sponsored events.

## **Posting Procedures for Employees and Board Members**

The following principles apply to professional use of social media on behalf of the League, as well as personal use of social media when referencing the League.

- Employees and board members are authorized to post any factual content relevant to the League's mission.
- Employees and board members can reply to any posts on League-affiliated social media; however, other than the Chair and Ex. Director, they cannot claim to represent the opinion of the League.
- Board members and employees are not to publish, post or release any information that is considered confidential. If there are questions, about what is considered confidential, employees and board members should check with the Executive Director.
- Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. Employees and board members should refer any such inquiries to the Executive Director's office.
- If employees or board members find or encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and seek the advice of the Ex. Director.
- Employees and board members should get appropriate authorization before referring to or posting images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate authorization to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property and reference the content creator when posting.