



SONS OF CONFEDERATE VETERANS – NATIONAL SOCIAL MEDIA POLICY

Established by the General Executive Council – July 2022

Published in the July/August 2022 Edition of the Confederate Veterans Magazine

Social media is a term which described the engagement in internet-based social platforms 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, Tick-Toc, YouTube, Webinars, Vimeo, etc.
- Blog & Blog Comments
- Commenting on news stories and other platforms online.
- Document sharing, DropBox, Scribed, Slideshare, etc.
- Gaming Sites.
- GeoTagging & Review, FourSquare, Google Reviews, NextDoor, Trip Advisor, etc.
- Information Sharing, Chat Rooms, ListServes, Forums, Message Boards, etc.
- Micro Blogs (Twitter).
- Photo Sharing (Instagram, SnapChat, Flickr, Pinterest, Photo Bucket, Shutterfly, etc.)
- Professional and Social Networks, & publishing platforms (Facebook, Forbes, Tumblr, WhatsApp, LinkedIn, Skype, etc.)
- Q&A (Quora)
- Social Book Marking (Pocket, Redit, etc.)

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

The Sons of Confederate Veterans believe the use of social media CAN support the transfer of information within the membership, assist with recruitment and retention and promote the organization. We are aware of and understand, how social media can affect relationships with membership, the media, and those outside of our organization. We also understand social media is often used personally and not exclusively for the business of the organization.

THE SONS OF CONFEDERATE VETERANS SOCIAL MEDIA POLICY provides guidelines for online behavior by members of the organization. As new tools are introduced, and challenges emerge, the Sons of Confederate Veteran's social media policy will evolve to reflect those changes.

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INDIVIDUAL PROFILES

You are personally responsible for any online activity you conduct. We respect your right to privacy and free speech as they apply to the online activity conducted on your personal social network and email address. However, what you publish on such personal sites, should never be attributed to the Sons of Confederate Veterans and should not appear to be endorsed by or originated from the Sons of Confederate Veterans. If you choose to list your affiliation on a social network then you regard all communication on that network as you would in a professional network. Online lives are ultimately linked to whether or not you choose to mention the organization in your personal online working activities.

CONTENT & LANGUAGE

- Never disclose or use proprietary, privileged, or confidential information in any form of online media.
- Be respectful of personal privacy.
- Obey the law.
- Do not post any information or conduct any online activity which may violate applicable local, state, or federal laws or regulations.
- Do not post anything using the Sons of Confederate Veterans logos, trademarks, flags, etc. with racist or 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.
- Volgar or derogatory language should be avoided at all costs. In some states, online harassment is a misdemeanor or a felony.
- Responding to the media requires approval, if you are contacted directly by a journalist regarding issues pertaining to the Sons of Confederate Veterans. Bring the inquiry to the attention of an officer.

NON-DISCRIMINATION & ANTIRACISM

The Sons of Confederate Veterans will not tolerate discrimination and racism. Any online discourse in violation of our non-discrimination and antiracism policy including shared content online may cause disciplinary action up to and including expulsion.

CONSEQUENCES FOR VIOLATING SOCIAL MEDIA POLICY

If anyone is found to have violated The Sons of Confederate Veterans Social Media Policy, appropriate disciplinary action up to and including expulsion may be taken.