



Social Media Policy

Our **social media policy** provides a framework for using social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. This policy provides practical advice to avoid issues that might arise by careless use of social media.

Scope

We expect all our Chapters who use social media to follow this policy.

Policy elements

“Social media” refers to a variety of online communities like blogs, social networks, chat rooms and forums. This policy covers all of them.

While you may have your own personal social media, this policy concerns representing FRIENDS through social media.

We advise our volunteers to:

- ◆ **Use common sense**
- ◆ **Avoid sharing intellectual property and confidential information**
- ◆ **Avoid any defamatory, offensive or derogatory content.** Political comments and personal opinions should not be shared on the FRIENDS & FRIENDS Chapter social media pages.

Representing FRIENDS

Some volunteers represent our organization by handling FRIENDS social media accounts or speak on FRIENDS behalf. We expect them to act carefully and responsibly to protect our organization’s image and reputation. Volunteers should:

- ◆ **Be respectful, polite and patient**, when engaging in conversations on FRIENDS behalf. They should be extra careful when making declarations or promises.
- ◆ **Avoid speaking on matters outside their field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under National Park Service’s responsibility.
- ◆ **Observe laws** on copyright, trademarks, plagiarism and fair use.
- ◆ **Inform the FRIENDS Office** when they’re about to share any major-impact content.
- ◆ **Never post discriminatory, offensive, political or libelous** content and commentary.
- ◆ **Correct or remove** any misleading or false content as quickly as possible.

FRIENDS Office and National Park Service monitor social media accounts to ensure proper usage.