



JUNIOR LEAGUE OF
DETROIT

Social Media Policy

Social Media (Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, etc.)

The Online Social Media Policy has been developed to help encourage the Junior League of Detroit (the “JLD”) to participate in this new frontier of marketing and communications and to represent the JLD and JLD’s mission in a public forum in an optimistic and positive manner.

1. The “internal JLD social media platforms” shall refer to the JLD’s private social media groups, which require invitation and acceptance of membership to the private group. The internal JLD social media platforms shall be limited to the JLD members, board members, community partners, and other individuals permitted by the JLD Communications Committee.
2. The “external JLD social media platforms” shall refer to the JLD’s public social media pages, which are available to the public without membership requirement.
3. The “JLD social media platforms” shall refer to the *internal* and *external* JLD social media platforms collectively.
4. The purpose of the JLD’s social media platforms is to provide a means of instant communication with current members and to encourage digital interaction with and among current members, sponsors, potential members and community partners.
5. The JLD Communications Committee is responsible for the day-to-day management of the JLD’s social media platforms and profiles. The Communications Committee and the JLD President shall have discretion and authority to remove or delete any posts that do not comply with these By-Laws, with the JLD’s mission or with the social media platforms’ respective policies and procedures. The Communications Committee and the JLD President shall further have discretion and authority to remove or block any individuals from the JLD social media platforms if such individuals violate the By-Laws, this policy, the JLD mission or otherwise damage, harm or injure the JLD, the JLD board, the JLD members or the JLD mission.
6. The JLD board members and members are also encouraged to make frequent posts on the JLD social media platforms and encourage public engagement with the JLD and its events.
7. All posts on the JLD social media platforms should be mission-driven, reflect positively on the JLD and its members and comply with the By-Laws, this Social Media Policy, the social medias’ respective policies and procedures and with common decency and respect.
8. The JLD member are permitted to share the JLD news, blogs and posts on another organization’s social media pages, groups and platforms, so long as such organizations has a similar mission to the JLD, its missions does not conflict with JLD’s mission, promotes a respectful platform for sharing information and if association with such organization would not likely damage, disparage or harm the reputation of the JLD and its members.

Style Guide and Photographs:

1. All JLD communications shall conform with the guidelines in the JLD By-Laws, unless previously discussed with and approved by the Communications Director and the President in writing.
2. Photographs of minors (people under the age of 18 years old) used on the JLD website, social media or any JLD printed or digital marketing, advertisement or promotion materials may only be used upon the written permission of the parent or guardian of each minor by a signed release permitting the photograph to be published by the JLD in print, online, digitally or otherwise (the "Parental Releases"). The Council Vice President or Communications Director shall be responsible for obtaining and maintaining signed copies of the Parental Releases prior to the publication of any photograph of such minors. For community partners who are responsible for the welfare and care of minors, the JLD shall abide by those community partner's policies and procedures regarding the format and disclosure of personal information, identifying information and images of such minors. The JLD is encouraged to refrain from activities that would risk the unauthorized release of the photographs of minors and should refrain from uploading photographs of minors to SmugMug or other image sharing/image hosting service without signed Parental Releases.

The Junior League of Detroit should follow the guidelines outlined below regarding all JLD social media platforms:

1. **No politics, religion or unauthorized sales/promotions:** Avoid posting, sharing, re-sharing/re-tweeting, or otherwise digitally sharing words and images that are political, religious, or promoting sales from private/personal businesses (unless an authorized JLD event) on any JLD social media platforms (internal and external). This includes photos, quotes, videos, 'reshares', or typed opinions.
2. **No alcohol/drugs in external platform:** Avoid posting, sharing, re-sharing/re-tweeting, or otherwise digitally sharing words and images that depict or show alcohol, marijuana, or other illicit substances on any external JLD social media platforms.
3. **No unauthorized business promotion:** Avoid posting, sharing, re-sharing/re-tweeting, or otherwise digitally sharing words and images that promote personal JLD members' businesses on any JLD social media platforms (internal and external), unless the business is a part of a sponsored JLD event. This includes denying invitation requests or otherwise disallowing personal JLD members' private business social media pages as members of the internal JLD social media platforms. This also includes denying invitations to share or otherwise disallowing members to share content regarding their private business social media pages on any JLD social media platform (internal or external).
4. **Be a Good Citizen:** All social media posts should be respectful to the audience. It is acceptable to express disagreement but the following content and conduct must be avoided: personal attacks, obscenities/curse words, disparagement, hurtful/harmful language, threats, harassment, discriminatory remarks, etc. Violation of this guideline may subject the posting party to being suspended, terminated or blocked from the JLD social media platforms.

5. **DEI:** Harassing, threatening, discriminating against or disparaging any individuals through social media will not be tolerated. Violation of this guideline may subject the posting party to being suspended, terminated or blocked from the JLD social media platforms.
6. **Be a Team Player:** All posts sharing information obtained from a secondary source should include a citation for such secondary source whether information is shared in a social media post, blog post, retweeting content, etc. One simple way to do this is by embedding a hyperlink to the original information source and/or crediting the author.
7. **The Privacy of Others:** Privacy rights of the individuals mentioned or exhibited should be of paramount concern. Any and all posts containing personal information, identifying information (name, address, phone number, etc.), and photos of individuals (including but not limited to fellow volunteers, leadership, staff, community partners and sponsors) should only be published upon written permission via a standard photo release form. For JLD events, a photo release disclaimer should be included when tickets are sold and provide means for an individual to contact the JLD to revoke that release. All revocation of photo/image releases shall be documented by the JLD and promptly sent to Communications Committee for verification that such images/information is not published.
8. **Official v. Unofficial Communications:** Per the JLD bylaws, the President, except if she is unable or unwilling to serve, shall be the only person who speaks on behalf of the JLD when addressing external audiences in public appearances, in print, video/audio recording, social media and any other forms of media. The President may appoint other members in good standing to speak on behalf of the JLD. Unless authorized by the JLD, members should refrain from speaking publicly in an official capacity on behalf of or as a member of the JLD. All members are expected to post, share, or identify their thoughts and opinions in their individual capacity and not as a member of the JLD. All unauthorized posts regarding the JLD should include identification of your relationship with the JLD and include the following disclaimer: “The views expressed herein are the personal opinions of The Junior League of Detroit.”
9. **Fundraisers, Special Events, and JLD Gatherings:** Ensure license(s) allow for sharing information or promoting sales via social media.

If you become aware of any violations of this policy you should report the violation to the Communications Director.