

## **Policies and Procedures: Social Media & Website**

The guild uses social media sites as tools to increase membership, communicate with members and potential members, fund raise, and increase positive exposure to the guild's activities.

### **Social Media Roles**

The guild maintains a Private Facebook group account and website [www.quiltersbythebay.org](http://www.quiltersbythebay.org). This policy covers these social media platforms, as well as emerging social media platforms (Facebook, Instagram, Twitter, etc.). All official social media accounts are managed by the Social Media Coordinator (SMC). The SMC is responsible for the security of passwords and upkeep of these accounts. The Passwords will be kept current and on file with the President and Secretary. The SMC grants access to other members of the Board for the administration of groups on the platforms and/or to post content.

All social media accounts will be created and monitored under the supervision of the SMC. No social media account can be set up without approval of the Board.

Administrative rights to post to the guild's social media accounts is granted on a project-by-project basis and in discussion with the Board. Administrative rights can be revoked by the president or board at any time.

Guild members are expected to be respectful and polite when commenting on the guild's social media content. Comments that are derogatory, obscene, or objectionable will be deleted.

The SMC will create, generate, and share posts for the following:

- To post notice of meetings;
- To post material related to The Guild; including the upcoming meeting Agenda
- To post about the quilting world in general;
- To highlight areas of interest, websites about relevant topics, or happenings in a related field;
- To point to related material on The Guild's website and/or external websites;
- To discuss programming, promote upcoming events, and receive feedback;
- To periodically promote sponsors, partnering groups and/or events with which The Guild is affiliated;
- Any other posts will be cleared with the Board by the SMC, with the final say of the President.
- No promotion of for-profit businesses unless they are sponsoring a guild event or project. The website may contain links to relevant sites that promote quilting, sewing and other fiber arts. The links help members to connect to local, regional or national events or resources. These linked organizations or activities are generally not-for-profit operations. The "member link" is reserved for QBTB members with a blog or for-profit quilt related businesses. Website links must be monitored by the SMC for relevance. Requests to be on the website links (members or other organizations) will be reviewed by the Social Media Committee with input from the Board for inclusion on the website.

## **Monitoring**

Social media sites must be monitored. The SMC has the responsibility of monitoring social media channels as often as possible, ideally daily. The Board or individuals designated by the board can be used as backup administrators/monitors so there is no gap in the monitoring.

Social media can be used in as many productive ways as it can be misused. A healthy dialogue with constructive criticism is appreciated, but users should refrain from engaging in dialogue that could disparage others.

The SMC is free to delete irrelevant or vulgar posts. If a post is threatening in nature or otherwise meriting greater concern, the Board and SMC will decide if further action is necessary.

As a general guideline, if anyone feels that a post or comment should be removed, they should be directed to contact the SMC or board. If you remove inappropriate content, please notify the SMC.

Responding to comments will be the task of only the SMC. Assistance in answering questions or helping the commenter gain access to the correct information will be attempted in a reasonable fashion. Responses should be positive and ensure that they accurately reflect the values of the Guild.

## **Privacy and Permissions**

As a member of The Guild, the name and photos of members and their work may be published by Quilters By The Bay on social media sites (Facebook, [www.quiltersbythebay.org](http://www.quiltersbythebay.org) , etc), press, and/or advertising releases. If a member wishes for their work or image not to be used, they must identify themselves to the SMC

The Guild will respect copywritten material or designs. We will properly cite our sources and post only items that are covered by fair use, or with the permission of the Copyright Holder. We will always do our best to properly credit pattern designers by name and will update posts with designer information where that information is supplied or when designers or patterns are later identified.

Images and information used on Guild websites and social media accounts are open and may be reposted freely with mention and use of the Quilters By The Bay website, or social media tags.