



SONS OF AMVETS SOCIAL MEDIA GUIDELINES

For inclusion as ANNEX C to the SOA Constitution and Bylaws

Sons of AMVETS National encourage local Squadrons, Districts, (where applicable) and Departments to use any tool available to increase membership, communicate with members and potential members, fundraise and increase positive exposure of AMVETS. To that end, social media sites such as You Tube, My Space, Twitter and Facebook and others should be embraced and used with these guidelines in mind. Social media sites allow you to share video, post information, show pictures, promote your Squadron, District or Department as well as AMVETS charities and projects. It also allows you to receive feedback and best of all, network.

As with anything we need to take some precautions when using social media tools connected with our organization. The same resources that make social media attractive are also the same elements that can injure the perception of the Sons of AMVETS and AMVETS in general.

The following social media guidelines are for any internet based unofficial Sons of AMVETS sites or otherwise related online unofficial internet based elements to the Sons of AMVETS. If you build a website, create a Facebook, My Space or other site/page and use any AMVET related logo or image or name your page/site as a resource of information for your Squadron, District, Department or any other entity of AMVETS, you have created an unofficial internet based element and must comply with the following guidelines. These guidelines are recommended by Sons of AMVETS National, any deviation causing injury to the perception of the Sons of AMVETS or any AMVET related element will be considered Conduct Unbecoming that of a Son and disciplinary action may be taken.

Everything is Public

Assume that everything you post will be seen by everybody, even if your account or post is private. Your posts should not contain content that would paint the Sons of AMVETS or any element of AMVETS in a harsh light.

Posts Should Not Include:

- Disparaging comments
- Copyrighted material that you do not own
- Anything of a sexual nature
- The use or promotion of controlled substances
- Third party advertisements
- Personal contact information (do not include personal information about a member, such as address or telephone, without permission)

If everything you post will be seen by everyone, then this gives you a great opportunity to show case your Squadron, District or Department to everyone. To make the most of this opportunity, make sure your posts are frequent, informative, convey a positive attitude and use family friendly language.

Posts Can Include:

- Photos of previous events
- Squadron, District or Department news
- Event promotions
- Squadron, District or Department contact information
- Post operating hours (if applicable)

Friends and Contacts

Some social networking sites allow you to keep a list of friends or contacts. Each of these friends also keeps a page of their own. When you choose your friends, be sure to check on what their pages contain. If they contain any questionable material, it may reflect back to you.

Ever Vigilant

Social media sites allow people to reply to you in many public ways. Negative feedback is to be expected and should be as embraced as positive feedback. However derogatory comments and spam (advertisements) will often find its way to your site. Be sure to remove any of these comments as soon as possible. Also be aware of who is making these comments and consider removing them from your contact/friend list, banning or reporting them. To do this you will need to keep a good eye on your account. If you cannot, you are probably better off not having an account.

Follow the Rules

Each social media site you use has its own rules. These are traditionally known as a Terms of Use Agreement. Most sites place a link to this document at the bottom of their home page. Read it. Follow it. The last thing you want is to have your Squadron District or Department banned, or have a social media site own your content.

Remember

Just because you delete it, does not mean that thousands have not already seen it.

It is suggested that Sons should pause and ask themselves three questions before posting something of a dubious nature, as the effects of posting in the digital world can be far reaching.

1. "Would this be perceived by my Post, Squadron, District or Department Commander and or the membership and or the general public as something a Son should or should not do"?
2. "Does it comport with the Sons of AMVETS values"?
3. "Would it be of a nature to bring discredit upon myself, my Squadron, District or Department or any other element of AMVETS"?

The bottom line is that Sons should be careful about what they post online because once it's out there, it's out there.

Over all keep your site family friendly and positive. Share your events, share all the good things about your Squadron, District, Department or National; reach out to potential members, and promote AMVETS its charities and projects.

The National Sons of AMVETS reserves the right to question any content, posting, video, photos, friend approval or other information on any site that is directly connected to any entity of the Sons of AMVETS. If you do not wish to be subject to Sons National authority or that of any entity connected there to, do not include any logos, naming, wording etc. that is any way connected to the Sons of Amvets and or any other AMVET entity.