



Humanities MONTANA

SOCIAL MEDIA POLICY

LAST MODIFIED AUGUST 2023

1. Purpose

The purpose of this Social Media Policy is to establish guidelines and standards for use of Humanities Montana social media channels by employees, volunteers, board members, and associates (collectively referred to as “users”) of Humanities Montana. The policy’s goal is to ensure a respectful and professional online presence while protecting the organization’s reputation and adhering to legal and ethical standards. It also outlines the organization’s right to remove comments deemed abusive, defamatory, in violation of policies or the law on all social media channels associated with Humanities Montana.

2. Definition of Social Media

Social media refers to any online platform on which Humanities Montana maintains a presence, including but not limited to Facebook and Instagram, where users can create and share content, engage in discussions, and interact with others publicly or privately.

3. Perview of the policy

Where Humanities Montana has established organizational channels or accounts on social media platforms, this policy applies to content, discussions, and interactions shared through those accounts.

4. Appropriate Use of Humanities Montana Social Media Channels

- Users are expected to engage in positive, respectful, relevant, and constructive conversations that align with the organization’s values and mission.
- Users agree to respect the privacy and confidentiality of the organization, its clients, partners, and donors. This precludes sharing sensitive information without proper

authorization.

- Users, through an appropriate disclaimer, must clearly identify personal views and opinions as those of the individual and not reflective of the organization's stance
- Users are required to always comply with the terms of service and community guidelines of each social media platform.

5. Removal of Abusive, Defamatory, or Violating Comments from Humanities Montana Social Media Channels

The organization reserves the right to moderate, edit, restrict or remove any content, including comments, that are considered abusive, defamatory, inappropriate, in violation of Humanities Montana's policies, or in violation of the law. Users are responsible for the content they post and must be aware that their posts may reflect on the reputation of the organization.

The following examples illustrate the types of content that will be promptly removed from the organization's social media channels:

- **Abusive Language and Harassment:** Any content that contains offensive language, hate speech, discriminatory remarks, or harassment of any individual or group will be removed. This includes posts targeting individuals based on their race, ethnicity, gender, religion, sexual orientation, disability, or any other characteristic.
- **Defamatory Statements:** Content that includes false statements, unsubstantiated claims, or information that could harm the reputation of individuals, organizations, or the organization itself will be removed.
- **Inappropriate Images or Videos:** Content deemed by the organization to have little or no artistic/cultural/historical importance, containing explicit or graphic images, videos, or other media may be removed.

- **Confidential Information:** Posting confidential or sensitive information related to the organization, clients, partners, or donors without proper authorization will lead to content removal.
- **Violations of Intellectual Property:** Content that infringes upon copyrights, trademarks, or any other intellectual property rights will be removed.
- **Misinformation or Disinformation:** Any content that spreads false or misleading information, including fake news or conspiracy theories, will be removed.
- **Spam and Irrelevant Content:** Content that is unrelated to the organization's mission, projects, or initiatives and is considered irrelevant will be removed.
- **Trolling or Provocative Behavior:** Content intended to provoke, incite arguments, or create unnecessary conflicts will be removed.
- **Promotion of Illegal Activities:** Content that promotes or encourages illegal activities or violations of laws and regulations will be removed.

Please note that the examples mentioned above are not exhaustive or exclusive, and the organization reserves the right to remove any content that it deems inappropriate, offensive, in violation of this Social Media Policy or the law. Users are expected to exercise judgment and adhere to the guidelines outlined in this policy when engaging on social media platforms on behalf of the organization.

6. Special Notice on the Prohibition of Unapproved External Content

Users are prohibited from posting links to external content that has not been approved by the organization. This includes links to websites, articles, or media not directly related to the organization's official projects or initiatives.

7. Indemnification

By posting content on any social media channel related to the organization, users agree to hold harmless the organization, its board members, staff, and affiliates from any legal claims, liabilities, damages, or expenses resulting from the content they post. Users are solely responsible for the content they share and shall ensure it complies with this policy and all applicable laws.

8. Consequences of Policy Violations

Failure to comply with this Social Media Policy may result in disciplinary actions, including but not limited to warnings, temporary suspension of social media privileges, or termination of employment/volunteer position as approved by the Board of Directors of Humanities Montana and Humanities Montana By-laws and Board of Directors Code of Conduct.

9. Policy Updates

Humanities Montana may periodically review and update this Social Media Policy to reflect changes in technology, social media platforms, or any other relevant factors. Users will be informed on social media platforms of any policy revisions.

10. Appealing Removal of a Comment or Comment Removed in Error

Humanities Montana understands that there may be instances where a user believes their comment was removed in error or wishes to appeal the removal of their comment. To ensure fairness and transparency in handling such cases, the following process for appealing a removal of a comment or disputing a comment removal in error is established:

A) Explanation of Removal and Reasoning

If a user's comment is removed by the organization in accordance with this Social Media Policy, the user reserves the right to request an explanation for the removal. Humanities Montana will include a brief explanation of the reason for the removal.

B) Appeal Process

STEP 1: CONTACTING THE ORGANIZATION

Users who believe their comment was removed in error or wish to appeal the removal may contact the organization by email at info@humanitiesmontana.org. This communication must be made within 14 days of the removal.

STEP 2: PROVIDING RELEVANT INFORMATION

In the appeal request, users should provide the following information:

- A succinct explanation of why they believe the comment removal was in error or unjustified.
- Any evidence or additional context supporting their claim.
- Suggestions for a resolution, if applicable.

STEP 3: REVIEW AND RESPONSE

The organization will conduct a review of the appeal with oversight by the executive director or board chairperson (whoever is most appropriate given the appeal), considering the provided information and comparing it against the relevant policies. The review process may involve consulting with relevant parties, including the Board of Directors, as deemed necessary.

STEP 4: DECISION AND RESOLUTION

If the organization determines that the comment removal was in error or not in violation of the Social Media Policy, the comment will be promptly restored to the platform.

If the organization upholds the removal decision after the appeal review, the user will be informed of the decision and the reasons for maintaining the removal. The decision of the organization is final and binding.

By abiding by this Social Media Policy, all users contribute to maintaining a positive and professional online presence that enhances the organization's reputation and furthers its mission. We thank you for your cooperation.

Humanities
MONTANA