

DEERING MEMORIAL VFW POST #6859 SOCIAL MEDIA POLICY

INTRODUCTION

Deering Memorial VFW Post #6859 (VFW PORTLAND) recognizes that social media provides unique opportunities for VFW PORTLAND, its members, and employees to share information and participate in interactive discussions, marketing of its brand, and outreach to future members online. For purposes of this policy, “social media” includes all means of sharing or posting information or content through virtual communities and networks, including personal blogs and websites, social networking platforms such as Facebook, YouTube, or Instagram, and other interactive media technologies.

To assist members and employees in making responsible decisions about the use of social media and to protect VFW Portland’s programs, members, clients, and communications systems, VFW Portland has established the following guidelines for the appropriate use of social media. This policy covers both members and employees’ business uses of social media.

This social media policy is not to be applied or interpreted in a manner that interferes with any activities protected by state or federal law.

Members and employees should refrain from posting anything on business social media accounts that might reasonably create the impression that they are communicating on behalf of the District, Department, or National VFW and should clearly label any communication with VFW Portland, Deering Memorial Post, VFW Post #6859, etc.

The VFW social media policy consists of two parts. Section 1 contains “Social Media Guidelines for Postings”, and Section 2 contains “Managing Social Media Complaints”.

SECTION 1 SOCIAL MEDIA GUIDELINES FOR POSTINGS

Many social media sites have content filters built in to prevent inappropriate postings on their sites. Whether social media postings are appropriate for VFW Portland is highly subjective, there is not a clear objective set of criteria that could be developed. One person may view a social media post as fully appropriate, and another person may consider something highly offensive. This policy does not and nor does it attempt to filter its social media content to that of the most offended individual. Instead, this policy will revolve around what a “reasonable” person would deem offensive or in the case of the VFW what a “reasonable USA warfighter” would find offensive. VFW Portland members/employees should utilize the following guidelines in determining whether a social media posting is appropriate for posting on VFW Portland social media sites:

1. The posting individual should only make posts that would not offend that of a “reasonable USA warfighter”.
2. The posting must be honest and accurate.
3. The posting should not be political.
4. The posting individual should consider the District, Department, and Nationals guidelines for postings. Including the VFW Guide for Getting Started and Staying Active on Social Media
5. Apply the standards of past social media postings on the VFW District, Department, and National as comparisons in determining whether a social media posting is appropriate for VFW Portland.
6. All VFW Portland postings shall be annotated as “VFW Portland.”

SECTION 2 MANAGING SOCIAL MEDIA COMPLAINTS

VFW Portland members, employees, and affiliated or non-affiliated organizations are reminded that VFW Portland has an established procedure for resolving member/employee/nonmember complaints to social media that include the following:

1. Complainants are directed to file complaints in writing to the VFW Portland House Committee through email or USPS to the Commander VFW Portland. Complaints received by VFW Portland are directed, addressed, and a determination is made by the VFW Portland House Committee, and a ruling is made whether the social media post is acceptable or non-acceptable per Section 2 of this policy. Social media posts deemed non-acceptable by the VFW Portland House Committee will be removed from all VFW Portland’s social media sites immediately after a determination of non-acceptable.
2. Complainants that are not in agreement with the disposition by the VFW House Committee are directed to bring or petition for a motion to the members at a VFW Portland Post Meeting for a final disposition (nonmembers must address the members in writing and address their concerns to Commander, VFW Portland, 687 Forest Ave., Portland, ME 04103) whether the social media posting is acceptable or non-acceptable. There are no appeals at VFW Portland to a VFW Portland Post Meeting decision.

This policy and any updates to be posted on VFWPORTLAND.ORG