



## **SOCIAL MEDIA POLICY AND GUIDELINES**

### **B. W. HARRIS EPISCOPAL SCHOOL ALUMNI ASSOCIATION-USA, INC.**

#### **Our Mission**

The B. W. Harris Episcopal School Alumni Association-USA, Inc. exists to create, maintain, and enhance relationships among B. W. Harris Episcopal School alumni, current and prospective students, teachers, administrators and staff, the Episcopal Church of Liberia, and friends of the school, in order to foster loyalty, interest and support for the school, and to provide the school the special perspective and support of alumni in its life and growth.

#### **Purpose**

This policy provides guidelines to foster and advance Our Mission and to prevent harm related to members' usage of social media by members of the B. W. Harris Episcopal School Alumni Association-USA, Inc. regarding any issues or matters related to the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or its member in their roles as members or that makes references to the B. W. Harris Episcopal School Alumni Association-USA, Inc. in any form or format.

#### **Guidelines**

1.0 Members posting to social media regarding any issues or matters related to and regarding the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member should always reflect on what the children of B. W. Harris Episcopal School will think knowing the social media content was posted by an alumnus/alumna.

2.0 Members posting to social media regarding any issues or matters related to and regarding the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member should follow the law, be truthful, be responsible, be courteous, have fun and connect to share information and your experience as a member of the Association in a positive way.

3.0 Members posting to social media regarding any issues or matters related to and regarding the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member should always be for the benefit of the B. W. Harris Episcopal School Alumni Association-USA, Inc., its members and the ultimate beneficiaries we serve (the students of B. W. Harris Episcopal School).



4.0 Members posting to social media regarding any issues or matters related to the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member should always protect the brand name and the reputation of “The B. W. Harris Episcopal School Alumni Association-USA, Inc.”

5.0 Members posting to social media regarding any issues or matters related to the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member should refrain from posting content that is discriminatory (racial, ethnic, sexual, religious, sexual orientation, physical disability), harassing, libelous, slanderous, intimidating, threatening or tends to create a hostile environment within the Association or among its members.

6.0 Members posting to social media should refrain from negative and disparaging posts related to and regarding the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member, and should always be respectful of others and their opinion and use good judgment.

7.0 Members posting to social media regarding any issues or matters related to the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member should refrain from making accusations of criminal conduct unless they are prepared to report the accusation to law enforcement.

8.0 Members posting to social media should refrain from negative and disparaging posts related to and regarding the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member.

9.0 Members posting to social media related to and regarding the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member should politely disengage from encounters that threaten to become antagonistic.

10.0 Members posting to social media should refrain from negative and disparaging posts related to and regarding the B. W. Harris Episcopal School Alumni Association-USA, Inc. and/or a member of the Association in his or her role as a member should always be aware that what you post on social media is permanent and consider what effect it may have on your image, the image of other members, and the image of the Association.

Passed by the Executive Board  
October 27, 2018 Board Meeting  
Minneapolis, Minnesota