

# NVBA Social Media Policy

*Approved by the Board of Directors*

*August 28, 2016*

*Adopted in the Minutes of the Board of Directors Meeting*

*September 20, 2016*

Social media is the sum of the tools and technologies that help users generate and share content. Websites, platforms (such as Facebook, Twitter etc) and technologies (such as blogs) that allow users to post content, comment or vote are generally considered “social media”.

## Goals

The goal of this policy is to ensure that NVBA makes optimum use of online communication tools (e.g., Web 2.0 technologies, social media, or social networking sites).

Specifically, NVBA social media shall:

- Support public education and beekeeping in Northern Virginia.
- Expand our membership.
- Provide for better communications with existing members and target audiences.
- Strengthen relationships with and between NVBA members.

NVBA social media channels are not the appropriate place to resolve issues, complaints or suggestions about NVBA. This does not mean the board of directors does not want to hear about such issues, but these types of concerns are best handled by direct contact with the NVBA Board of Directors.

If you're interested in sharing comments or feedback outside the scope of these channels, you can send a message to the NVBA Board of Directors at [bod@novabees.org](mailto:bod@novabees.org).

NVBA does not create, control, represent, or endorse any opinions or statements expressed by others within its social media channels.

## NVBA Forum

The NVBA Forum is an online site that allows for members to post comments and ideas on subjects of interest and directly related to beekeeping best practices.

NVBA members are encouraged to submit questions, comments, and concerns.

All NVBA social media is:

- Private (for members only), and
- Moderated to ensure usage remains within the guidelines herein.

The web is a 24/7 medium, and as such, comments may be submitted at any time. Moderation of comments and requests posted to NVBA social media will generally be accomplished within 3 business days of a posting/request.

NVBA **reserves the right to delete and/or moderate submissions** that contain:

1. Vulgar or lewd language and/or images
2. Personal attacks of any kind, not limited to rudeness, insulting others, personal attacks, threats, defamatory remarks, invasion of privacy or inflammatory posts
3. Comments or content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, genetics, status with regard to public assistance, national origin, physical or intellectual disability or sexual orientation
4. Spam or links to other sites to include advertising, spamming, solicitation or commercial self-promotion
5. Misleading, irrelevant or off topic
6. Advocate or relate to illegal activities
7. Promote particular services, products, or political organizations
8. Infringe on copyrights or trademarks
9. Personally identifiable information, beyond the user's name
10. Information that may compromise the safety, security or proceedings of public systems or any criminal or civil investigations.

Repeated violations of the NVBA social media policy by an individual may result in the removal of posting rights and/or the removal from the social media platform, depending on the nature of the violation.

### Forum Rules

1. Members are limited to a single forum account, which must be registered under their own name or a reasonable facsimile thereof
2. Repeat, redundant posting to increase post counts should be discouraged

### Moderator Responsibilities

Moderators are expected to perform the following functions:

1. Visit the forum at least once each day
2. Ensure posts are in compliance with the requirements of the NVBA Social Media Policy (as published herein)
3. Communicate with unruly members and advise them of the consequences of disruptive behavior
4. Delete or move single posts or entire threads when necessary
5. Lock or unlock posts as required

## Moderator Conduct

To promote cohesiveness and decorum, moderators should be responsible for their own "code of conduct." While similar to general forum rules, moderator codes of conduct are intended to preserve neutrality, authority and confidentiality.

Moderators shall:

1. Be respectful of all members, each other, and represent your forum with professionalism
2. Be discreet and maintain confidentiality regarding moderator activities and member information
3. Consider member feelings before hitting the submit button, both in public forums and private
4. Deleting member posts should be done only after conferring with the forum admin or other moderators
5. Resign from moderator duties if there is a breach of confidentiality or the code of conduct is not followed

## Moderation Tips

Moderators should:

- Be professional: Personality is good but don't take liberties or get lazy. Try to use correct grammar, punctuation and capitalization when you're typing. How you present yourself reflects upon your forum and people's perceptions.
- Watch out for trolls and spammers. Always be vigilant and proactively seek them out and take action to minimize their annoying posts.
- Watch for members abusing other members. Don't tolerate flaming; disagreements are fine but any more than that will discourage guests from joining and drive quality members away from your forum. Make sure everyone has a chance to participate.
- Choose forum staff carefully. Make sure the people you choose lead by example and are patient and fair.
- Don't let moderators intimidate other members or dole out unnecessarily harsh penalties for infractions. Conversely, timid moderators can be just as harmful to the health of your forum.

## Board of Director Responsibilities

The NVBA Board of Directors has the ultimate responsibility for maintaining compliance with the NVBA Social Media Policy.

The NVBA Board of Directors may, at its discretion, consider appeals from members concerning the removal of posts or posting rights on NVBA controlled social media.

The management of all social media shall fall under the NVBA Secretary, who is responsible for the management of internal and external communications.

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