

AAUW Buffalo Branch Social Media Policy

Effective June 12, 2019

This policy establishes a set of rules and guidelines for any activity and participation in “social media” related to AAUW Buffalo Branch. These rules are intended to be adaptable to the changes in technology and norms of online communication and behavior may be amended by the Branch Board of Directors.

DEFINITIONS

The term “social media” applies to any web-based and mobile technologies, in use now or developed in the future, that enable individuals or entities to disseminate or receive information, communicate, or otherwise interact, and includes, without limitation, email, texting, messaging, social networking, blogging, and so on, through providers such as Facebook, Instagram, LinkedIn, Twitter, YouTube, Google+ or others.

The term “Branch” refers to American Association of University Women (AAUW) Buffalo Branch, Inc.

The term “members” refers to the members, past and present, of AAUW Buffalo Branch, Inc.

LEGAL

1. Copyright and trademark infringement.

AAUW Buffalo Branch could be sued for copyright infringement due to an article, photo, music, or video it posts on one of its sites without permission of the copyright holder.

2. Volunteers, agents of the Branch, or independent supporters.

The Branch could be held responsible for the actions of its volunteers and agents, particularly if it didn’t screen, train, or adequately supervise them. When directing individuals or committees to act in the Branch’s name, limits or rules must be provided to limit their authority.

GUIDELINES

1. Subjects and material posted on social media sites must be consistent with AAUW core values.
2. Members must comply with all copyright and trademark restrictions. This includes:
 - a. obtaining the permission of individuals in photos prior to publication,
 - b. prohibits the use of copyrighted materials such as images and clipart.
3. Branch fundraising events such as the annual book sale, programs, and initiatives may be promoted with social media. Other promotions which may profit individuals or other organizations are not permitted.
4. Activities of other organizations may be shared on our social media sites, providing the activity is consistent with AAUW core values.
5. Site administrators may link to the sites of other organizations only if the organization’s activities are consistent with AAUW core values.