

## Social Media Policy

The Coalition of Rainbow Alliances (CORAL) recognizes that social media is an efficient medium of communications to reach out to members of the LGBTQIA community for a multitude of reasons ranging from membership to events and functions of interest. However, the medium can also lead to an array of differing messages and interpretations of those messages. It is because of this that CORAL dictates the following policy for how social media will be used by the organization as well as situations that may arise with its usage.

CORAL is a 501(c)3 organization that promotes kinship to the organizations and individuals within Central Illinois that provide services or support to the LGBT communities and their families and friends. As a result, communications must not only be weighed against the 501 status requirements but also must be open-minded and nonjudgmental to those we serve. Varied views exist within this community and all must be treated with a sense of respect and decency to the place those individuals may be.

### Definition:

The definition of social media, as it pertains to the organization and committee, will include all electronic communications with Facebook, Twitter, Instagram, the web site and any additional communications that may be elected to be seen as necessary in the future.

### Responsibility:

A Social Media committee will be created consisting of one chair and at least two members who will be responsible for monitoring all electronic communications representing the organization's mission.

Only members of the committee will have access to administrative capabilities to social media. However, on occasion, when the board sees fit, other members may be added to facilitate announcements for events and functions. All members of the committee will have authority to post entries and responses to entries as representatives of the organization following the rules as stated. Postings submitted for publication will be approved by the committee within 48 hours of receipt, if it meets the ruling guidelines.

While the rules cover political postings, it should also be mentioned that the organization's exempt status prevents any suggestion of campaigning or support for any candidate or elected official in a political position. Any post or statement of this caliber will be denied.

While this committee is bound by the rules established by this policy, it is also the organization's board of directors' duty to uphold and support the decisions made by the committee to abide by this policy.

### Rules:

The following rules will be published on the Facebook page to be noted by all members who choose to either post or respond to postings. These rules are not considered finite and may be changed

occasionally as the committee sees appropriate. If any of these rules are compromised with a posting by a member, the rule will be referred when that member is contacted:

#### 1. Be Kind and Courteous

We are all in this together to create a welcoming environment. Let us treat everyone with respect. Healthy debates are natural, but kindness is required.

#### 2. No Hate Speech or Bullying

Make sure everyone feels safe. Bullying of any kind is not allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

#### 3. No Pornographic or Sexual Posts

No posts of a pornographic or sexual nature will be allowed. No sexually suggestive photos will be allowed including full or partial nudity.

#### 4. No Promotions or Spam

Give more than you take to this group. Self-promotion, spam, and irrelevant links are not allowed. You can mention a product or service that you are affiliated with if it is relevant to this community, but the post must include a disclaimer with your affiliation.

#### 5. No Political Posts

Politics are a sensitive subject. Please refrain from sharing political opinions in this group. News stories from reputable sources that pertain to the LGBTQ community are allowed and encouraged.

#### 6. Respect Everyone's Privacy

Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What is shared in the group should stay in the group.

#### 7. Personal Contact Information

If a post in the group prompts a need for private conversation or exchange of personal information, please ask the group member, in the comments of the original post, for permission to contact them via Facebook Messenger. Do not publicly share personal contact information.

#### 8. Report Rule Breaking

If you see a post or comment that violates our rules, please report this post to the admins immediately.

### Response to Infractions:

While the breakage of rules may be erroneous by members on occasion, when it is discovered that a member may be intentionally attempting to bypass the organization's views, additional steps may be necessary to address the situation. It has been decided that a "three-strike" rule will be initiated.

On the first occasion that a rule has been broken, the committee will block the posting and send a response to the member stating the message does not pass the established rules and make a reference to the specific rule broken.

On the second occurrence, the committee will follow the same procedure but will state that the member will be blocked from making any postings for 48 hours from the date the message was blocked.

On the third infraction, the committee will follow the same protocol but will mute the member until the next scheduled board meeting. At that meeting, the member will not be named but his/her behavior will be discussed with the board and a decision will be made as to how the situation will be addressed for future postings. The final decision will be messaged to the member within 24 hours and the decided actions instated.