



A.P. GARDNER POST 194

37 School Street, South Hamilton, MA 01982

September 2019

SUMMARY STATEMENT FOR DIGITAL ADMINISTRATORS

A.P. Gardner American Legion Post 194 (APGALP194) shall select by vote of the **Executive Board (EB)** no fewer than (3) **Digital Administrators (DA)** with administrative rights and/or login information password access to APGAL194 social platforms, and shall be granted brand web site access. The approved DA designation will be annually reviewed year-over-year by the APGALP194 EB. This internet administration login data will also be kept within a secure digital platform (CLOUD) and print document location accessible by such DAs and designated EB member(s).

References to online accounts in this statement and the below internet policy include but are not limited to apgardnerposthamilton.org, Facebook, Twitter, YouTube, Instagram, Pinterest, and LinkedIn.

As a member and representative of APGALP194 with official brand social media and web site access, a DA is expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following, by managing and screening to the best of his/her ability:

- Guiding rules shall be as follows: Respect for all persons; no content or comments that could be construed as hate speech; no un-constitutional content; no confidential info about APGALP194, its members, online followers; No content shall express malice toward the general public or government entities. This includes posts, follower placed comments or content, copied or re-posted content.
- These rules shall apply to text, photos, memes, graphics, cartoons, typography, artwork, quotes, and all other posted or submitted content.
- DAs and EB members with such access shall manage all content in conformity with, and in the spirit of, the American Legion mission:
 - For God and Country, we associate ourselves together for the following purposes:
 - To uphold and defend the Constitution of the United States of America;
 - To maintain law and order;
 - To foster and perpetuate a one hundred percent Americanism;
 - To preserve the memories and incidents of our associations in the Great Wars;
 - To inculcate a sense of individual obligation to the community, state and nation;
 - To combat the autocracy of both the classes and the masses;
 - To make right the master of might;
 - To promote peace and goodwill on earth;
 - To safeguard and transmit to posterity the principles of justice, freedom and democracy

APGALP194 Administrators Public Inquiry Responsibilities

APGALP194 brand social platform and web site public questions about policy, administration practices and membership behaviors and activities must be brought to the APGALP194 EB before answering publicly online, phone or by traditional mail.



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Questionable Content

APGALP194 DA's are expected to report brand social platform comments, shares containing misinformation, confidential information, or un-constitutional content to the APGALP194 EB.

Consequence of Breach

A DA's failure to manage in good faith the APGALP194 brand social platforms and web site to the highest standards outlined above and below will result in:

- APGALP194 EB inquiry and/or written warning.
- Membership and access revoked with no refund as voted by the APGALP194 EB.

OFFICIAL DIGITAL ADMINISTRATOR APGALP194 BRAND SOCIAL MEDIA AND WEB SITE GUIDELINES

The purpose of these guidelines is to provide practical advice to guide and protect the **A.P. Gardner American Legion Post 194 (APGALP194)** mission, membership and digital community, from internet misuse. The guidelines are as follows:

1. Know and abide by the National American Legion's principles when participating on social computing networks and on the APGALP194 brand social platforms, web site.
2. Understand that a **Digital Administrator (DA)** authorizing, posting and commenting as, or on behalf of APGALP194, leadership, members, friends are personally responsible for any content published, regardless of whether or not you believe your publication is "anonymous" on these official digital platforms. You should also understand that once published, content is immediately public and perhaps permanently available to others across the Internet.
3. Do not misidentify yourself or your relationship with APGALP194. Remember you are posting content on behalf of APGALP194 and not of any other entity that has not authorized you to do so.
4. Respect all relevant laws, including copyright and defamation laws.
 - A. Copyright infringement is a serious matter and can be very costly. The general law of copyright gives copyright owners the exclusive right to reproduce, distribute, own creative derivative works, and publicly perform and display their works. There are exceptions to this general rule, but these exceptions are often misunderstood. As a good rule of thumb, you should not necessarily assume that you may use content created by others simply because:
 - B you believe the content is in the public domain;
 - C. the original content is publicly available elsewhere;
 - D. your use is for the purpose of criticism, commentary, education;
 - E. the content is newsworthy or;
 - F. others are using the content without apparent consequence.



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5. To protect from allegations of copyright infringement, consider seeking written permission from copyright owners to use their content. Also, consider linking to original content rather than copying the content as linking generally does not implicate the exclusive rights of copyright owners.
6. Defamation is generally any false communication that harms a person's reputation; decreases the respect, regard, or confidence in which a person is held; or induces disparaging, hostile, or disagreeable opinions or feelings against a person. Defaming others is against the law and can have serious consequences.
7. Respect the privacy of others. Divulging private information of others can be a criminal offense.
8. Respect others. Do not publish content that is defamatory, obscene, pornographic, abusive, offensive, profane, or otherwise violates the rights of others.
9. Demonstrate proper consideration regarding topics that may be considered objectionable or inflammatory, such as politics and religion.
10. Do not plagiarize or mislead others as to the source of content. As a general rule, you should never quote more than short excerpts of someone else's content and you should always cite the author. When possible, provide a link to original content.
11. Information posted or conveyed electronically via Internet-based accounts must be relevant to the entity and its programs and must safeguard the integrity of the APGALP194 and the privacy of individuals in keeping with all applicable federal, state, and local laws and regulations. Content considered relevant under this policy includes proper and suitable postings about APGALP194 members, meetings, mission-related programming events and fundraising activities, and events or fundraisers that benefit APGALP194.
12. Content communicated via Internet-based accounts, social media, websites, and electronic blogs cannot divulge private information about an individual, including a person's contact information or medical information. Posting private information about others can be a criminal offense.
13. Any APGALP194 DA communicating about APGALP194 related matters via APGALP194 brand internet-based accounts, social media, websites, and electronic blogs must respect and abide by all relevant laws, including copyright and defamation laws. An APGALP194 DA entity representative or is personally responsible for any digital content so published, regardless of whether or not the message was posted under the intention of anonymity and subject to APGALP194 Executive Board inquiry and disciplinary action.



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As a APGALP194 Digital Administrator Member, I have read the above Summary Statement and Guidelines:

SIGNATURE DATE _____

PRINT NAME

As witnessed by a APGALP194 Executive Board Member:

SIGNATURE DATE _____

PRINT NAME

Above source for "Official Digital Administrator APGAL194 Brand Social media and Web Site Guidelines":
American Legion Auxiliary NATIONAL POLICY ELECTRONIC COMMUNICATIONS, INTERNET, AND SOCIAL MEDIA POLICY
Reviewed by: National Audit Committee Reviewed On: 2/3/2018
Approving Body: National Executive Committee Date Approved: 2/24/2018 Next Review Date: Winter 2020

COMPILED BY PETER G. GWINN AND ERNEST STONE SONS OF LEGION SEPTEMBER 2019