

# District 55 Toastmasters Social Media Policy

## Procedure

As a Toastmaster, you will be personally responsible for the content you publish on any form of the social media platforms concerning a Club, Area, Division or District 55. When in doubt, you should seek guidance from the Club and District Public Relations Manager on how to comply with the following obligations:

### Where your comments or profile can identify you as a Club member

#### You should ensure that you:

- refrain from commenting on any Club policies or procedures,
- do not make negative or offensive comments about the organization and / or members,
- disclose and discuss only publicly available information,
- ensure that all content published is accurate and not misleading,
- be polite and respectful to all people you interact with,
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws, and the Club's policies in relation to bullying, harassment and discrimination.

#### You should ensure that you do not:

- post material that is, or might be construed as, offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court order, or is otherwise unlawful,
- imply that you are authorized to speak as a representative of the Club, Area, Division or District 55, nor give the impression that the views you express are those of the Club
- use the identity or likeness of another member of the Club
- use or disclose any confidential information obtained in your capacity as a member of the Club
- use your Club email address or any logos or insignia that may give the impression of official support or endorsement of your personal comments
- make any comment or post any material that might otherwise cause damage to the Club, Area, Division or District 55's reputation or bring it into disrepute.

- Refrain from any unsolicited or unauthorized advertising, promotional materials, “junk mail,” “spam,” “chain letters,” “pyramid schemes,” surveys, or any other form of solicitation. This includes any content soliciting customers, clients, donors, or others on behalf of your business, profession, or any organization or cause other than Toastmasters International.

### **Breach of Policy**

The Club and District PRM will consistently apply and look to enforce this policy. All members who interact or intend to interact with any Club and District-related social media must be sensitive to the requirements of this policy, and as such, all members are asked to fully comply with this policy.

Any member who believes that there has been a breach of this policy should bring the matter to the attention of the District Public Relations Manager as soon as practicably possible. The District Director and the PRM will discuss any breach with the member or members involved and determine the best course of action to take.

**Additionally, you are responsible for adhering to the Toastmasters International Social Media Policy:** <https://www.toastmasters.org/footer/conditions-of-use>

### **Engage with these District social media sites:**

Facebook Public Page: <https://www.facebook.com/District55Toastmasters/>

Facebook Closed Group: <https://www.facebook.com/groups/tmd55/>

Facebook VPPR: <https://www.facebook.com/groups/District55ToastmastersVPPR/>

YouTube: <https://www.youtube.com/user/TMDistrict55/videos>

LinkedIn: <https://www.linkedin.com/company/district55toastmasters/>