**American Legion Auxiliary**
**Department of South Dakota**
**Electronic Communications, Internet, and Social Media Policy**

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| Adopted By: | Adopted Date: |
| Approving Body: | |
| Reviewing Body (ies): | Next Review Date: |

## Purpose:

With the move from traditional media to electronic platforms, many organizations and individuals are turning to social media for word-of-mouth communications and marketing because of its ease of use and instantaneous results. Because of the growth in Internet-based communication media, countless conversations take place online daily about the American Legion Auxiliary (ALA). We want to encourage our organization's members and entities to join those conversations, accurately representing our organization and sharing the positive spirit of our brand so that the American Legion Auxiliary is here to fulfill our mission for future generations.
This electronic media policy is intended to guide your participation in electronic communications, social media, and Internet representation of the American Legion Auxiliary, both personally as well as when you are acting in an official capacity on behalf of the ALA. The purpose of the policy is simply to protect the organization as well as the individuals who are using electronic media to increase awareness about the value of the ALA.

## Policy Statement

### Permission

- In accordance with the provisions contained within this policy, an entity chartered by the ALA already has permission to use the name, emblem, and trademarks of the American Legion Auxiliary and may use the name, emblem, and trademarks to establish a presence on the Internet, in social media and other electronic communications, including but not limited to websites, Internet-based tools, accounts, Facebook pages and groups, Twitter accounts and mobile device applications.

### Administrative Rights

- All Department level, District level, Unit level and Department and Unit subsidiary Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary are advised to have more than one ALA entity representative with administrative rights and/or login information.

- All Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary must obey the Terms of Service of any social media platform employed. Any entity that shares a

website and other electronic media with their American Legion counterparts is advised to establish policies regarding permissions and shared administrative rights.

**Content**

- Websites, electronic communications, Internet-based accounts, electronic blogs, and social media accounts must clearly, accurately, and completely identify the ALA entity represented, e.g., American Legion Auxiliary, Department of South Dakota, District _____ or Unit _____, or subsidiary or program.
- Information posted or conveyed electronically via Internet-based accounts must be relevant to the ALA entity and its programs and must safeguard the integrity of the ALA 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 members, ALA meetings, ALA mission-related programming events and fundraising activities, and events or fundraisers that benefit the American Legion Auxiliary.
- Any content construed as bullying or slander of any individual or entity will not be tolerated and could result in disciplinary action.
- 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.
- Any ALA representative or individual communicating about ALA-related matters via Internet-based accounts, social media, websites, and electronic blogs must respect and abide by all relevant laws, including copyright and defamation laws. An ALA representative or individual is personally responsible for any content so published, regardless of whether or not the message was posted under the intention of anonymity.
- Any ALA entity representative or individual communicating about ALA-related matters via Internet-based accounts, social media, websites, and electronic blogs is responsible for understanding that, once published, content is immediately public and considered permanently available to others; an entity representative or individual may be held responsible for any consequences thereof.
- ALA Internet-based accounts, websites, electronic communications, blogs, and social media cannot be used to convey information in support of political parties, political candidates, or sectarian viewpoints; the American Legion Auxiliary is a non-partisan and non-sectarian organization.
- Administrators of ALA websites, electronic communications, internet-based accounts, blogs, and social media accounts are forbidden from using ALA accounts to promote personal projects, goals, or interests outside of ALA programs and business.

**Monitoring**

- The American Legion Auxiliary, Department of South Dakota, will follow the American Legion Auxiliary Branding Guide appropriate protocols for establishing American Legion Auxiliary social media and Web presence in keeping with applicable laws, government regulations, and industry best practices.
- The American Legion Auxiliary, Department of South Dakota, will reasonably monitor electronic communications that represent the ALA for threatening, or dangerous content,

or bullying or slander and the electronic media account administrator reserves the authority to remove postings that violate laws, regulations, or ALA policy.
- The American Legion Auxiliary, Department of South Dakota, will maintain appropriate records of utilization in accordance with applicable laws, government regulations, and industry best practices.

**Sanctions**

- Any electronic, Internet-based, website or social media presence using the name, emblem, or trademarks of the American Legion Auxiliary that fails to comply with this policy is prohibited. Any cost for enforcement of laws or judgments relative to this policy shall be sought from the offending entity or individual representative.

**Guidelines**

- The American Legion Auxiliary, Department of South Dakota, will follow the published guidelines within the American Legion Auxiliary Branding Guide that include appropriate protocols regarding establishing and conducting American Legion Auxiliary social media and Web presence in keeping with applicable laws, government regulations, and industry best practices.
- ALA electronic media guidelines will address appropriate participation in electronic communications, social media, and
- Internet representation of the American Legion Auxiliary both personally as well as when one is acting in an official capacity on behalf of the ALA.
- Guidelines will reflect and promote the importance of the ALA's role and opportunities in social media and Internet communities for conveying the organization's identity – a community of volunteers serving Veterans, military, and their families at home and abroad.
- Guidelines will reflect the importance of ALA members and entities joining in conversations that take place online about the American Legion Auxiliary, and that entities and members have an ethical responsibility to ensure such online conversations accurately represent the ALA and share the positive spirit of the ALA and American Legion Auxiliary Family brand so that the American Legion Auxiliary can fulfill its mission for future generations.
- The American Legion Auxiliary Branding Guide includes details regarding usage of the American Legion Auxiliary emblem, name and trademarks, and written design elements reflecting the same. The ALA Branding Guide is available at the national ALA website www.ALAforVeterans.org to download.

| Date Received | Description of Revision | Approved by |
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