



Kiwanis®

OHIO DISTRICT

SOCIAL MEDIA POLICY

I. PURPOSE

1. The purpose of this Social Media Policy for the Ohio District Kiwanis is to define the purposes of and responsibilities in using Social Media under the name of Ohio District Kiwanis.
2. Social media is the term given to Internet and mobile-based channels and tools, such as Facebook, Twitter, Flickr, and others that allow users to interact with each other and share opinions and content. This permits the building of networks to encourage fostering Kiwanis activities.
3. The Ohio District Kiwanis sees the use of social media as an effective means to promote, market, and brand our activities.

II. RESPONSIBILITIES

1. The District Office, under the current District Secretary, in cooperation with the Marketing and Public Relations committee is responsible for all social media pages and content. Only the District Secretary, or persons authorized by them, may create new pages, send messages or respond to comments via the social media platforms under the name of Ohio District Kiwanis. The District Secretary, in consultation with the Public Relations Committee, has final say on selection of new social media tools.
2. Only those persons officially designated by the District Secretary shall have authority with regard to the Ohio District Kiwanis Social Media sites.

III. CONTENT MANAGEMENT

1. At all times the content of social media communication shall conform with the standards of the Ohio District Kiwanis.
2. The District Secretary and/or the Public Relations committee shall follow the practices enumerated here below:
 - a. Monitor of social media outlets.
 - b. Ensure accuracy in discussing Kiwanis or its programs.
 - b. Correct mistakes found on Social Media sites under the name of Ohio District Kiwanis in an open and timely manner.
 - c. Encourage consideration and courtesy.
 - d. Respect the mission and purpose of Kiwanis.
 - e. Avoid political and religious comments.

IV. PARTICIPATION

1. All persons will clearly identify themselves on Ohio District Kiwanis Social

Media sites, both in posting and in responding. Ohio District Kiwanis Social Media Sites are intended to promote Kiwanis activities and membership through publicity and civil discussion. We will not permit arguments through Social Media.

2. Ohio District Kiwanis reserves the right to delete any comments at any time. Users who persist in violating Ohio District Kiwanis guidelines may be barred from posting to these sites.

3. No campaigning for any office should occur by individual members. A District post in support of a district endorsed candidate for international office will be permitted.

V. SERVICE LEADERSHIP PROGRAMS

The Ohio District will retain ownership of all social media accounts and websites of Service Leadership Program organizations under its purview. Logins and passwords for all accounts will be kept on file with the Kiwanis District Secretary who will also be an administrator of each account. Administrators of each Service Leadership Program will be granted authority to oversee the student/member-led operation of each account or website in accordance with the following best practices set forth:

1. Posts should not be political or religious in nature, and should not contain images or language deemed insensitive or offensive.
2. No campaigning for any office should occur by individual members. A District post in support of a district endorsed candidate for international office will be permitted.
3. A second person should preview all material to be posted.

VI. BRANDING

Ohio District Kiwanis social media presences will include the use of the Kiwanis logo, or of the appropriate Kiwanis family organization.

VII. THE SPIRIT OF OUR POLICY

We have learned that we need to take some precautions when using social media tools to promote The Ohio District of Kiwanis. The same resources that make social media attractive are also the same elements that can injure the perception of Kiwanis. Everything is Public once it is put on a Social Media Platform.

Approved by Ohio District Kiwanis Board on March 18, 2022.