



OUT Central Oregon
PO BOX 1204
Bend, Oregon 97709
info@outcentraloregon.com
<https://outcentraloregon.com>

OUT Central Oregon Social Media and Electronic Communications Policy

Updated: 4/26/2023

This policy governs the publication of and commentary on social media or via other forms of electronic communications by Board Members of OUT Central Oregon. For the purpose of this policy social media and other forms of electronic communication shall be combined into one term, “social media”. For the purposes of this policy, social media means any facility for online or electronic publication and commentary, including without limitation, text messages, e-mails, blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, or Instagram. This policy is in addition to and complements any existing or future policies or bylaws regarding the behavior of OUT Central Oregon’s Board Members.

OUT Central Oregon Board Members are free to publish or comment via social media in accordance with this policy. Notwithstanding the previous, this policy applies to all uses of social media, including personal, by any OUT Central Oregon Board Member, as their position with OUT Central Oregon would be well known within the community.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that OUT Central Oregon Board Members must otherwise follow.

Who May Post On Behalf of OUT Central Oregon

Only Board Members or specific consultants that have been delegated authority to post on social media platforms may do so. The Board of Directors may decide, from time to time, to add or remove authorization to its Board Members or consultants. The Board of Directors shall officially approve specific Board Members or consultants during a regular or special board meeting. This Social Media Policy shall be updated with the current list of Board Members authorized to post on social media on behalf of OUT Central Oregon.



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Current List of Authorized Board Members or Consultants

Brayan Gonzalez (Acting President)

AJ Hinojosa (Secretary)

DVA Advertising & Public Relations

Do Not Share Confidential Information

It's perfectly acceptable to talk about your service to OUT Central Oregon and have a dialog with the community, but it is not okay to publish confidential information. Confidential information is defined in the Definition section of your Confidentiality Agreement. We must respect the wishes of our community members and donors regarding the confidentiality information they provide to OUT Central Oregon.

Proper Use of OUT Central Oregon's Social Media

The use of OUT Central Oregon's social media accounts are solely for the benefit of OUT Central Oregon. No Board Member shall personally benefit (monetarily, socially, or politically) from posting on behalf of OUT Central Oregon. OUT Central Oregon's social media accounts shall not be used to engage in retaliatory activities or to harm other people or organizations.

Responses To Criticism

Inevitably, individuals will not agree with statements made by or activities promoted by OUT Central Oregon. All individuals have the right to voice their opinion. It is OUT Central Oregon's policy to not engage criticism with malice. Board Members may correct certain statements that are known to be factually incorrect. Should social media posts be particularly critical of OUT Central Oregon that significant harm could plausibly be inflicted on OUT Central Oregon, Board Members should notify the entire Board. The Board should then agree on a response and determine if the comments violate any social media platform usage policies. Responses to significantly critical e-mail messages will include all Board Members as carbon copy recipients.

Responses Hate Speech or Threats

Should an individual post threats of violence or commentary considered to be hate speech, the full Board shall immediately be notified. OUT Central Oregon does not tolerate threats or hate speech directed towards any person, but particularly its Board Member or the community it serves. On a case-by-case basis, the Board will consider involvement of local, state and/or federal law enforcement offices in response to hate speech or threats of violence and harm.



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Hate Speech or Threats

OUT Central Oregon's Board Members are strictly prohibited from posting, reposting, linking, alluding to commentary, or promoting in any way hate speech towards protected classes or threats of violence/harm. This provision is specific to social media hosted on OUT Central Oregon's social media accounts and an individual's personal social media accounts. Should a Board Member behave in a manner contrary to this specific policy, the full Board shall call for a special meeting and immediately vote (within two days) on the removal of the individual violating this policy from OUT Central Oregon's Board of Directors.

The public, OUT Central Oregon's Board Members, and the communities we serve reflect a diverse set of customs, values and points of view. Do not say anything contradictory or in conflict with the OUT Central Oregon published material. Do not be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of OUT Central Oregon.

Honesty

Do not post anonymously, using pseudonyms or false screen names. OUT Central Oregon believes in transparency and honesty. Use your real name, be clear who you are, and identify that you work for OUT Central Oregon. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy.

Respect Copyright Laws

It is critical that Board Members show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including OUT Central Oregon own copyrights and brands. Board Members should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Protect OUT Central Oregon's community members, donors, and partners

Community members, donors, or partners should not be cited or obviously referenced without their prior approval. Never identify a community member, donor, or partner by name or use of their logo without permission and never discuss confidential details. It is acceptable to discuss general details about kinds of events or programs so long as the information provided does not violate any confidentiality agreements that may be in place.

Misrepresentations and Argumentative Behavior

If you see misrepresentations made about OUT Central Oregon in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Personal arguments on social media platforms regarding



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OUT Central Oregon are strictly prohibited. Do not try to settle scores or goad others into inflammatory debates. Make sure what you are saying is factually correct.

Ownership of Electronic Communications

All electronic communications made via OUT Central Oregon accounts, servers, or systems are owned exclusively by OUT Central Oregon. Board Members should not expect privacy with respect to e-mails, private messages, or other communications made via OUT Central Oregon accounts, servers, or systems owned by OUT Central Oregon.

Termination or Restriction of Access

OUT Central Oregon may limit, restrict, or terminate access to electronic communication or social media access at any time. Upon the end of a Board Members term, access to electronic communications and social media accounts shall be terminated one day after the date of said Board Members term. The remaining Board may elect (prior to or after the end of the term of the former board member, by a recorded vote) to allow the former board member to access e-mail accounts managed by OUT Central Oregon (for up to 60 days) for the expressed and specific purpose of easing the transition period between the former board member and their successor.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), resolve it quickly.

Enforcement

Board Members who violate this Social Media Policy will be subject to disciplinary action, up to and removal from the Board of Directors of OUT Central Oregon.

Voted on and approved by the Board of Directors of OUT Central Oregon on April 26, 2023.

Name, Title: Brayan Gonzalez, Acting President

Date: 4/26/2023

Signature:  _____

Name, Title: AJ Hinojosa, Secretary

Date: 4/26/2023

Signature:  _____