

**Social Media Guidelines**  
**Ladies' Oriental Shrine of North America – Revised May, 2021**

The presence of social networking sites is growing. By participating on sites such as Facebook, Twitter, LinkedIn, GroupMe, etc., we should strive to make the attention as positive as possible. When we represent ourselves as members of LOSNA, we become someone's impression of our Order. It is important to abide by the **By-Laws and Constitution of the Grand Council Ladies' Oriental Shrine of North America**. We should conduct our social media activities in a way that positively reflects upon us and our membership in our Order. Member to member intervention should be used if you feel something you see posted is improper within the framework of our Organization.

1. Try to add value. Provide worthwhile information and perspective. Post meaningful, respectful comments.
2. Be mindful that what you publish will be public for long time. Many eyes will fall upon your words. Protect your privacy and take care to understand a site's terms of service.
3. The golden rule of social media is to 'Think before you post.' Check your grammar and spelling and ensure there will not be any negative effects from your post.
4. Be thoughtful regarding Photographs. Perception when looking at a picture is everything. Please do not post pictures with a beverage of any type.
5. Social Media can be a platform for Membership.
6. Grand Council or Court business should not be discussed.
7. Never discuss anything related to applications, interviews or the ballot of an applicant.
8. Social Media is not the place to conduct confidential business.
9. Remember, if it cannot go in your newsletters, it cannot be posted to social media.
10. Postings should not discredit the LOSNA.
11. Use a disclaimer. When you publish content, indicate that the post is representative of personal views and opinions and not necessarily those of LOSNA.
12. Never intentionally infringe on any Trademark or Copyright.

The Grand Executive Board of Directors approved at the 104<sup>th</sup> Grand Council Session that **Courts, Units, Clubs, Classes and Associations** may have a **Social Media Page** in addition to a Website.

The purpose of a Social Media page for a Subordinate Court is to keep members apprised of activities of the Court and its Units, Clubs and Classes and to promote fun and fraternal harmony.

- Each Court desiring to have a Social Media page and/or Website must first obtain permission from the members of the Court by motion, discussion, and vote.

- The name of the Social Media page or website will be in the name of the Court, Unit, Club, Class or Association and may not use 'Ladies' Oriental Shrine' alone. If you choose, your name can be followed by LOSNA or 'Ladies' Oriental Shrine'.
- The Media shall be set up as "private" for the use of the LOS members only.
- Postings on these media shall only pertain to information for all members relating to their Court and LOSNA. Postings are to comply with the By-Laws and Constitution of the Grand Council of the Ladies Oriental Shrine of North America. Personal data and/or business, sales data is strongly discouraged.
- Administrators are required for the Social Media page. Three LOS Administrators are recommended. Administrators review the content of all posts and pictures in detail to assure relevance and compliance with the laws of our Order and have the authority to approve or remove postings. Administrators should be reviewed annually.
- The Court must provide other means of communication for those ladies who do not use this type of technology.
- Social Media notifications are not a substitute for 'Written Notice.' There will always be a need for the Court to use mailings when the signature of the HP, Court Recorder, and the Seal of the Court need to be affixed.
- If a Grand Executive Board member requests access to your Court, Unit or Club social media page it shall be granted.

By following these guidelines, we will portray the highest integrity and will act in a manner that presents a positive image of the Ladies' Oriental Shrine of North America.