Rotary Club of Coronado Social Media Guidelines

At Rotary Club of Coronado, we understand that social media can be a rewarding way to share your life and opinions with family and friends around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

Guidelines

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, business web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Rotary Club of Coronado, as well as any other form of electronic communication.

The same principles and guidelines found in the Rotary Club Four Way Test apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that as a Rotarian, your social media conduct could adversely affect your reputation, the Club's reputation, and that of your fellow Rotarians.

Know and apply the Four Way Test

Carefully apply the Four Way Test and ensure your postings are consistent with these guidelines.

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

Inappropriate postings that may include discriminatory remarks, politically charged comments, harassment, and threats of violence or similar inappropriate or unlawful conduct are unacceptable. Keep in mind that Rotary is a secular organization.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about anyone.

Post only appropriate and respectful content

- Maintain the confidentiality of Rotary Club of Coronado private or confidential information. Do not post internal reports, policies, procedures or other internal club-related confidential communications.

- Do not create a link from your blog, business website or other social networking site to a Rotary Club of Coronado website without identifying yourself as a Rotary Club of Coronado member.

- Express only your personal opinions. Never represent yourself as a spokesperson for Rotary Club of Coronado. If Rotary Club of Coronado is a subject of any opinion-based content you are creating, be clear and open about the fact that you are a member and make it clear that your views and opinions do not represent those of Rotary Club of Coronado or fellow Rotarians. If you do publish a blog or post online related to subjects associated with Rotary Club of Coronado, make it clear that you are not speaking on behalf of Rotary Club of Coronado

Media contacts

Rotarians contacted by the media about Rotary Club of Coronado should refer them to the Rotary Club of Coronado President or the Coronado Rotary Public Relations Co-Chairs.

For more information

If you have questions or need further guidance, please contact the Rotary Club of Coronado Executive Director.