

# Indivisible Huron Valley

## Email and Web/Social Media Content Policy

### I. Purpose

This policy statement serves to ensure the quality of information presented via indivisiblehv.com email and on the Indivisible Huron Valley (IHV) Website, Facebook, Twitter, and other social media platforms that play important roles in shaping the image of IHV. This Email and Web/Social Media Content Policy sets standard for:

- establishing acceptable use of indivisiblehv.com email and IHV Web/Social Media pages,
- enhancing the IHV's mission by clarifying responsibilities of Email and Web/Social Media content authors, and
- requiring accurate, useful and attractive presentations of information via Email and on IHV Web/Social Media pages.

Designated Web/Social Media administrators as well as IHV members are encouraged to publish information on IHV sites, provided such information **supports the mission** of IHV and is in compliance with these policies.

### II. Scope

The Email and Web/Social Media policy applies to all official IHV material, and all unofficial content posted by individuals within IHV domain (indivisiblehv.com or indivisiblehv) and official Social Media sites.

### III. Email account use for @indivisiblehv.com

- Email password: The user's indivisiblehv.com password cannot be revealed to others nor can the account be shared by others, including family and household members.
- General account use: IHV email accounts may be used for official business purposes, including communicating with IHV Steering Committee members, general IHV members, and outside groups affiliated with IHV.
- Official emails/postings: Official emails and postings to other sites and newsgroups from an IHV email address must support the IHV mission and honor the values and integrity of the group.
- Unofficial emails/postings: Using an IHV email address for personal use is prohibited. Likewise, posting personal opinions by a member from IHV email address to other sites and newsgroups is prohibited.

### IV. Official IHV Web/Social Media Administration

In order to maintain site integrity and avoid loss of continuity, the Web/Social Media Administrator (author) and the following IHV Steering Committee Chairs are to be granted full administrative privileges on each account when allowed by the platform:

- the Leadership Chair
- the Communications Chair

## V. Content Standards for Official IHV Web/Social Media Pages

**All Official Web/Social Media sites must be recommended by the Communications Chair and Co-chair and approved by the IHV Steering Committee prior to launch.** Official Web/Social Media sites consists of all Web/Social Media pages (including the IHV Newsletter) representing IHV. This includes top-level Web/Social Media content maintained by the Web/Social Media administrator.

Each Web/Social Media administrator is responsible for ensuring the accuracy and timeliness of the content for his/her specific Web/Social Media account

Each official IHV Web/Social Media page:

1. must support the mission of IHV;
2. must remain IHV values focused;
3. must remain nonpartisan and not promote an individual politician unless officially endorsed by IHV;
4. must clearly identify itself with the current IHV template;
5. must contain a publication or efficacy date for any time-sensitive information or data, and be updated as necessary;
6. must, on any IHV donation page, disclose that donations are not tax deductible;
7. may be subject to approval by the IHV Leadership Chair, under authority of the Steering Committee

Official Web/Social Media sites must reflect IHV's independent, non-profit, and nonpartisan status in its links to outside sites.

IHV's Web/Social Media sites should *not* provide links to private businesses or candidate pages unless a formal business partnership or endorsement has been approved by the Steering Committee; and/or unless the reason for the link is primarily educational in nature.

Links to political, commercial and non-profit sites are permitted on an educational basis; however, the links themselves must not be misconstrued as advertisements. The links must not be presented in such a way as to give the appearance of the approval, support, or endorsement of IHV. A disclaimer disavowing endorsement may be appropriate. Only the Steering Committee can grant exemptions to the advertising ban. Disclaimers are not necessary for any commercial or political links that have approved business partnerships with or are formally endorsed by IHV. Links to political fundraising activities are prohibited. For clarification please contact support@indivisiblehv.com

Posting, comments and links by individual members and followers on social media reflect the expressed opinion of the individual member or follower and does not reflect the position of Indivisible Huron Valley or its Steering Committee members.

## **VI. Design Standards for Official IHV Web/Social Media Pages**

Pages for any IHV Web/Social Media site must conform to a current IHV template, Indivisible Huron Valley Style Sheet. The IHV Steering Committee approves the current template proposed by the Communications Chair and Co-chair.

Derivative works based on the IHV template and/or the graphics used therein are prohibited. These graphics are made available for use within the approved template only and may not be altered and/or used outside the approved templates. The Indivisible Huron Valley Style Sheet is available to IHV Web/Social Media administrators by contacting [support@indivisiblehv.com](mailto:support@indivisiblehv.com)

## **VII. Policy Distribution**

This Email and Web/Social Media Content Policy, with the most current revisions, will be linked from IHV's official Web/Social Media site when the media platform allows.

## **VIII. Policy Decisions**

The Communications Chair and Co-Chair will continue to review and recommend specific changes or additions to IHV's Email and Web/Social Media Policy to the Steering Committee.

## **IX. Policy Enforcement**

IHV seeks to enhance the use of technological resources and not to police those resources. However, engaging in any activity that does not conform to IHV's Email and Web/Social Media Content policy can result in the immediate loss of IHV Internet domain Web/Social Media privileges.

The Steering Committee reserves the right to revoke privileges for any @indivisiblehv.com email account if the account holder fails to honor the IHV mission. The Steering Committee also has the authority to remove Web/Social Media content deemed contrary to IHV's mission. The Web/Social Media Administrator or IHV member may appeal the decision to the Steering Committee at the next Steering Committee meeting.

Where appropriate, the Communications Chair and/or Co-Chair may work with Web/Social Media page authors and/or administrator to ensure that Web/Social Media pages are brought into compliance with IHV's Web/Social Media Content Policy.

## **X. Policy Questions**

Please direct all questions regarding this policy to [support@indivisiblehv.com](mailto:support@indivisiblehv.com)