



SOCIAL MEDIA DOS & DON'TS



PERSONAL SOCIAL MEDIA

Members can associate with Leadership Florida when posting on social media, but they must clearly brand their online posts as personal and purely their own. The organization hereby disclaims any responsibility for member-posted content.



RESPECT

Leadership Florida values, respects, and upholds intellectual, ethical, and honest discourse and intellectual property rights of its members on Leadership Florida social media pages and groups.



LEADERSHIP FLORIDA LOGO USAGE

To maintain branding standards, please contact Kathryn Frost (kfrost@leadershipflorida.org) to request an approved Leadership Florida logo(s) and/or Region logo(s).



MEMBER PRIVACY

Content pertaining to sensitive organization information should not be shared with the outside community. Unless with explicit permission from the member, divulging member contact information or discourse and events in private Leadership Florida programming and activities is prohibited.



HATE SPEECH

Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs will not be tolerated.



GROUP COMMUNICATIONS

With respect to group communications disseminated through social media where the communications are not administered by Leadership Florida but are administered in a manner that utilizes Leadership Florida's name, a Leadership Florida class name, or relies upon personal associations resulting from membership in Leadership Florida, the person responsible for administering the medium for the social media communications shall ensure that:



The communications group is limited to members and staff of Leadership Florida.



At least one member of the Leadership Florida staff is included in the communications group.



Communications that entail advocacy or fundraising for other nonprofit organizations are prohibited, and, if disseminated, are immediately removed.



Communications that entail political advocacy with respect to candidates, political parties, or political issues to be voted upon by the electorate are prohibited and, if disseminated, are immediately removed.



Dishonorable content, including racial, ethnic, sexual, religious, and physical disability slurs, is not disseminated, and, if disseminated is immediately removed.

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