



# AMVETS DEPARTMENT OF FLORIDA

## SOCIAL MEDIA POLICY

The following social media guidelines are guidelines designed to encourage the effective use of social media platforms. Using Facebook, You Tube, Post Webpage and Twitter, as examples, can bring value to the AMVETS.

### **Engage with social media platforms on a regular basis where appropriate**

Promote your Post  
Promote charities and events  
Increase Membership

### **Create a management method**

Consider designating at least two content managers for each social media account. This makes it easier to keep the social media account active and up-to-date. If applicable, use a general email address and Post phone number instead of an individual's personal number when providing contact information.

### **Ensure that your profile and any content you post are consistent with the professional image you present in respect of AMVETS**

Any AMVETS member should not cause injury to the perception of the AMVETS or any AMVETS related element.  
Avoid copyright infringement

### **Use appropriate language**

Use good judgment between funny and distasteful.  
Do not post content deemed disruptive, threatening, abusive, harassing, obscene, libelous or an invasion of another's privacy – this includes text, audio, photographs and video.

### **Think before you post any information online**

Everything is public.  
Nothing is ever truly deleted.  
Speak up when you disagree. If you see something posted that you feel is derogatory, offensive or incorrect, contact your Post Commander or site manager.

### **Potential Penalty**

Anything posted on any social media platform that would bring discredit to the name AMVETS, the organizations of National, Department, Post or any Subordinate Organization of AMVETS will be subject to discipline in accordance with AMVETS National Bylaws, Appendix B and AMVETS Department of Florida Article VIII.

Using social media platforms will assist with promoting AMVETS and your AMVETS Post.  
Create a positive atmosphere with your social media platform.

**This Policy is effective November 2, 2014.**

**SIGNED:** \_\_\_\_\_, Department Commander  
(Allen Baggett)