



Veterans of Foreign Wars
Department of Louisiana Post 4588
Gandy-Brown



Social Media and Internet Policy

A. Scope

These guidelines outlined in this Social Media and Internet Policy should be applied to any online medium where information may reflect on the image of VFW Post 4588, VFW Post 4588 Auxiliary, and members.

This Social Media Policy applies to all forms of social media including, but not limited to, blogs, Facebook (pages/groups), MySpace, Wikipedia (or other wikis), Twitter, LinkedIn, Snap Chat, YouTube, Google Business, and Tik-Tok.

Additionally, these guidelines apply to any comments VFW Post 4588 Members, and VFW Post 4588 Auxiliary Members may leave on all forms of social media belonging to others. Including, but not limited to blogs, Facebook (pages/groups), MySpace, Wikipedia (or other wikis), Twitter, LinkedIn, Snap Chat, YouTube, Google Business, Tik-Tok, message boards/forums, opinions on online polls, or any product/services VFW Post 4588 Members and VFW Post 4588 Auxiliary Members might author, or photos taken and tagged with themselves or others.

B. Guidelines

1. Social Media Account Ownership

All social media accounts representing the VFW Post 4588, active and inactive, regardless of the original creator, shall be considered property of the VFW Post 4588 and turned over to the VFW Post 4588 Commander and the VFW Post 4588 Social Media Chairman.

- * Exception: [VFW Auxiliary Post 4588 Gandy-Brown, Bossier City, LA Facebook page](#). While neither the VFW Post 4588 Auxiliary nor its members are permitted to create any new social media accounts which contain 'Post 4588' in the page/group name, the page as mentioned above will remain under the management of the VFW Post 4588 Auxiliary.

2. Social Media Identity

No one other than the VFW Post 4588 Commander, VFW Post 4588 Social Media Chairman, or a member acting under the direction or with the permission of the VFW Post 4588 Commander or VFW Post 4588 Social Media Chairman may create social media profiles that represent or are associated with the VFW Post 4588. i.e. containing the phrase 'VFW Post 4588' in the page name.

- * Any social media profiles that currently contain the phrase 'VFW Post 4588' in the page name must be deleted or renamed, with the exception of:
 - [VFW Post 4588](#)
 - [VFW Auxiliary Post 4588 Gandy-Brown, Bossier City, LA](#)



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3. The Internet is not anonymous, nor does it forget.

Everything written on the Web can be traced back to its author with little difficulty. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references.

4. There is no clear line between your VFW Membership and your personal life.

Always be honest and respectful in both roles. With the ease of tracing authors back from their posts and the amount of information online, finding the actual identity of a poster from a few posts and a screen name is not impossible. Always write as if everyone knows you. Never write anything you wouldn't say out loud and in the presence of all parties involved.

5. Avoid hazardous materials

Do not post or link to any materials that may be construed as defamatory, discriminatory, harassing, or indecent.

6. Maintain Confidentiality

Do not post confidential or proprietary information about the VFW Post 4588, VFW Post 4588 Auxiliary, or Members. (e.g., Member confidences, insider information, and VFW Post 4588's financial information) and vendors.

7. Avoid confrontation

If a negative post or comment about yourself or the VFW is found online, do not engage with a negative comment or post. Instead, publicly offer to remedy the situation through positive action. Seek assistance first from the Post Commander, then from the State Adjutants office (if necessary) in defusing these types of situations.

8. Do not offer or appear to offer legal advice

Members of the VFW Post 4588 are prohibited from offering legal advice or otherwise from what can be perceived as attorney-client relationships while using social media. These relationships must be formed only through our regular procedures to avoid conflicts and other ethical problems.

C. Summary

If at any time you are uncertain as to what is considered acceptable practices when utilizing social media or have content that you would like shared in an official capacity by the VFW Post 4588, please reach out to the VFW 4588 Post Commander or VFW Post 4588 Social Media Chairman privately for a consultation or authorization.

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