

Do's and Don't of Social Media

DO

- 1. Do have a Facebook Social Media Account for your Lodge*
 - Use a public business page
 - Avoid private groups unless there is a reason for privacy
 - Facebook is the most important social media platform for Elks
- 2. Do join Grand Lodge Marketing and Membership Facebook Group*
 - www.facebook.com/groups/grandlodgemembershipandmarketing/
 - Provides official Grand Lodge Information
- 3. Do follow/like BPO Elks USA*
 - <https://www.facebook.com/bpoeusa>
 - Provides official Grand Lodge Information
- 4. Do follow/like Idaho State Elks Association*
 - <https://www.facebook.com/idahostateelks>
- 5. Do help everyone by sharing relevant information as much as possible via your lodge Facebook Group and share to Idaho State Elks*
- 6. Do ask for help creating your Facebook Page*
 - Email sera.white@gmail.com for help

DON'T

- 1. Don't post information about games of chance or raffles*
 - There are some exceptions such as bingo that is properly sanctioned by your state lottery
- 2. Don't post people's pictures without permission*
 - If you are taking pictures, just ask for permission. Some people are very private and do not want to be posted to social media.
- 3. Don't post pictures of children without formal permission*
 - Add a clause to your signup form that asks parents to give permission to use photos of the activity on social media.
 - If you are at a school, ask the principal to take the photo, they can make sure that students without permission are removed from the photo.
- 4. Don't post compromising photos*
 - For example: People drinking or drunk
 - For example: Racy or inappropriate costumes
- 5. Never publish the name of anyone asking or receiving aid from the order*
 - Get permission to publicize fund raisers
 - Get permission to share go fund me or similar types of fund raisers

Photo Release Form

Your child may be photographed during this event. We would like permission to use photos of your child on our social media channels, our website or in news releases about this event.

_____ Yes, I give permission for photography of my child to be used.

_____ No, I do not give permission for photography of my child to be used.

Child's First and Last Name

Signature of Parent

Date