



NEW ENGLAND
YEARLY MEETING
OF FRIENDS
QUAKERS

NEYM Social Media Guidelines 2018
DRAFT

Facebook:

1. Postings should represent the values and shared decisions of New England Yearly Meeting in all ways possible.
2. Postings will be daily, during times of high traffic and suggested extended media reach, monitored by social media consultant.
3. Postings may be timed using an automatic posting service such as Hootsuite.
4. Postings will use allowed graphics/photos, with permissions, and non-copyrighted materials.
5. Postings will strive to use varied representation of people of ages, races, and experiences.
6. Postings will promote first events and gatherings of the New England Yearly Meeting organization.
7. Graphic “quotation” posts will be identified with a standard NEYM logo website listing along the bottom of the graphic in black/white (graphic embedded in image). (At present these are created using Canva.)
8. Postings will use photographs of New England Friends and meetinghouses to highlight New England Friends’ ministries and meetings.
9. Postings will use primarily verified quotations from Quakers (living or dead).
10. Sharing of information from other sources should contain a direct relation to Friends in New England (their meetings, ministries, or ministers).
11. Identification of Friends mentioned in posts should include meeting affiliation, including state location of meeting, and link to meeting’s Facebook page or website if possible (example: Eden Grace, Beacon Hill Friends Meeting, MA).

Information will also be shared/reposted from the following primary sources (and their Facebook pages):

- Facebook pages of New England meetings, worship groups, and churches
- New England Meeting website (events and news)
- New England YM public statements (as soon as possible after being released/published)
- New England YM newsletter(s)
- New England Yearly Meeting Affiliations (Friends United Meeting, Friends General Conference, Friends World Committee on Consultation)
- Subgroups/ministries of NEYM associations (example: Ramallah Friends School)
- New England Friends Schools (Moses Brown, Friends School of Portland, Friends School of Cambridge)

Information will also be shared/reposted from the following primary sources (and their Facebook pages): (continued)

- Facebook groups of ministries supported by Friends in New England and Friends' meetings in New England (examples: Interfaith Vigils of NH, Quakers Concerned with Immigration Justice)
- National Quaker organizations (American Friends Service Committee, Friends National Committee on Legislation)
- Occasional additional posts from other yearly meetings (news of the wider Quaker world)

Addressing Facebook Page Limitations and Concerns:

1. Postings are only allowed by Administrators of the page.
2. Followers of the page may post an item; however, it must be "released" by an Administrator (if/when meets posting guidelines) to be seen by others on the page.
3. Primary posting and attention to activity is the responsibility of the contracted social media consultant, with oversight by YM Secretary and Office Manager.
4. Followers of the page can comment on any posts.
5. Questionable content/comments not using respectful language will be deleted.
6. Repeated offenders of posting standards may be blocked from the page, after consultation with YM Secretary, by the social media coordinator or an Administrator of the page. Before being blocked, the person posting such comments will be notified and asked to refrain from objectionable behavior.