

NEYM Social Media Guidelines DRAFT 2018

** These guidelines are currently in use, under supervision of YM secretary.

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 firstly 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 (created with Canva) (graphic embedded in image)
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)
- Affiliated Associations of New England Yearly Meeting (Friends United Meeting, Friends General Conference, Friends World Committee on Consultation)

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

- Subgroups/Ministries of NEYM associations (Example: Ramallah Friends School)
- New England Friends Schools (Moses Brown, Friends School of Portland, Friends School of Cambridge)
- Facebook groups of ministries supported by Friends in New England, 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 - it must be “released” by an administrator (if/when meets posting guidelines) to be released and 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 in using respectful conversation 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 posted comments will be notified and asked to refrain from objectionable behavior.

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