General policies applicable to <u>all</u> Rotary Facebook groups

- Respectful Communication: All interactions should be respectful and on-topic, avoiding spam, promotions (unless approved by administrators), and irrelevant content.

- Observe Copyright and Common Courtesy: Ensure that any shared content adheres to copyright laws and demonstrates good online etiquette.

- Accuracy and Corrections: Promote accuracy in shared information and correct any mistakes promptly.

- Branding and Logos: Utilize the current Rotary logo and branding guidelines consistently to reinforce Rotary's brand recognition.

- Four-Way Test: Apply the principles of the Four-Way Test to all content and interactions within the group.

- Moderation: Groups should have clear guidelines on appropriate content, conduct, and language (see APPENDIX A). It's recommended to have multiple administrators for larger groups to ensure consistent moderation and support for members.

Policies specific to <u>private</u> Rotary Facebook groups

- Purpose: Private groups are best suited for internal communication, such as discussions among club officers, committee members, or behind-the-scenes planning.

- Privacy Settings: Administrators control who can join and view content within a private group.

- Member Control: Members should have transparency and control over their participation, including knowing who the admins are and having the option to accept or decline invitations.

- Focus on Member Engagement: Administrators can facilitate discussions, ask questions, and share relevant content to encourage active participation from members.

- Confidentiality: Members should be mindful about sharing information that is confidential or not meant for a wider audience.

Policies specific to <u>public</u> Rotary Facebook groups

- Awareness and Marketing: Public groups are valuable tools for raising awareness about Rotary, attracting prospective members, and promoting club activities and service projects.

- Branding and Public Image: Public groups are opportunities to showcase Rotary's impact and strengthen its brand.

- Content Strategy: Share a mix of local club-focused content and stories from Rotary International accounts, focusing on action-oriented visuals and compelling narratives.

- Call to Action: Encourage engagement and potential member inquiries by including clear calls to action, like "Join Us" or "Learn More," along with relevant links.

- Event Promotion: Utilize Facebook events to promote upcoming meetings and activities that are open to the public, inviting prospective members to attend.

- Targeting and Reach: Explore targeted Facebook ads to reach specific audiences and increase new participant inquiries.

Moderating Rotary Facebook groups

- Establish Clear Guidelines: Set standards for content, conduct, and language at the group's outset.

- Multiple Admins: Consider having multiple administrators to share the workload and ensure consistent moderation.

- Respectful Interaction: Address violations of group guidelines respectfully and guide members towards appropriate behavior.

- Encourage Engagement: Actively participate in the group by posing questions, posting polls, and sharing relevant content to encourage member interaction.

- Content Control: Avoid deleting posts or comments unless they explicitly violate community guidelines and after providing warnings or redirection.

- Removing Members: Removal of a group member should be a last resort, taken only after serious consideration and attempts to correct their actions.

- Transparency: Communicate the reasons behind moderation decisions to maintain trust and foster a positive community environment.

By adhering to these policies and best practices, Rotary International members can effectively leverage Facebook groups to build vibrant online communities, promote Rotary's mission, and attract new members.

APPENDIX A - STANDARDS

Brand and content standards

Visual identity

- **Logos:** Clubs and districts must use the official, current Rotary Masterbrand Signature, which pairs the word "Rotary" with the wheel. The logo and its colors should not be altered, stretched, or have additional elements added.

- **Correct use:**

    o   Customize your official logo in the Rotary Brand Center.

    o   Do not use the Rotary wheel on its own, except as a "Mark of Excellence" with a smaller club logo nearby.

    o   Ensure all profile photos, banners, and other graphics align with the current brand standards.

- **Photography and video:** Use high-quality, action-oriented visuals that show members engaged in projects and community partnerships. Always get written permission from anyone in a photo or video before posting, especially minors.

Messaging

- **"People of Action":** Content should tell genuine, compelling stories about how members are taking action and creating positive change.

- **Consistency:** Maintain a cohesive tone across all social media channels to reinforce the Rotary brand and build credibility.

- **Official statements:** Clearly state that any opinions expressed are your own and do not represent Rotary International, your district, or your club unless you are an authorized representative.

- **The Four-Way Test:** Apply the Rotary Four-Way Test ("Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?") to all social media posts.

Club and district accounts

- **Official representation:** Only authorized officers should post officially on behalf of the club or district.

- **Page setup:**
    - Create a business page, not a group, for promoting club activities to the public.
    - Include up-to-date club information, including meeting location, time, and contact details.
- **Engagement:**
    - Post regularly, sharing updates, project photos, upcoming speakers, and member spotlights.
    - Use relevant hashtags like #Rotary and #PeopleofAction.
    - Tag partners and Rotary accounts to increase visibility.
- **Content strategy:** Focus on sharing your club's impact and achievements. Include a clear call-to-action to engage potential members and volunteers.

Conduct and language standards

General behavior

- **Respectful discourse:** Be polite and respectful to everyone, including those with different opinions. Avoid personal attacks, insults, and inflammatory language.
- **Professionalism:** Maintain a professional and courteous tone. Avoid excessive use of emojis or all caps, which can appear unprofessional.
- **Stay on topic:** Keep conversations relevant to the original post to maintain a positive and productive environment.

Prohibited content

- **Divisive topics:** Do not post or engage in discussions about divisive subjects, such as partisan politics and religion, in official Rotary-related forums.
- **Hate speech and harassment:** Content that is defamatory, hateful, or harassing toward any individual or group is unacceptable and subject to removal.
- **Confidentiality:** Do not share confidential club information, internal reports, or private discussions.

- **Legal compliance:** Be mindful of all applicable laws, including those concerning copyright and privacy. Do not post copyrighted material without permission.

Handling negative feedback

- **Do not engage:** If you encounter a post that is detrimental to Rotary, do not engage or respond publicly. Take a screenshot for documentation and inform your club president and Public Image Director immediately.

- **Report issues:** Your club leadership should address negative feedback or crisis situations based on established media crisis management guidelines from Rotary International.

Resources for club social media managers

- **Rotary Brand Center:** The official source for downloading logos, templates, images, and reviewing brand guidelines.

- **District resources:** Many Rotary districts provide their own handbooks, toolkits, and guidelines to help clubs manage their online presence.

- **Rotary International resources:** RI provides guidance on public relations, media relations, and promoting your club.