Social Media & Communication Policies

Adopted by the SFFR Board 2/5/2020

We engage with our community beyond club events and activities on Facebook, Twitter, Strava, Email, and Instagram. These guidelines offer a better idea with how to use social media and our membership directory as a tool to communicate with and on behalf of San Francisco FrontRunners.

**Posting:** Board members are encouraged to use social media to communicate to SFFR members. Board members must be mindful that posts on social media come from SFFR and should be representative of the organization.

**Post Approval:** The SFFR Facebook group enables members to post, pending the approval of board members. The Board will assign certain Board members to monitor and review these posts for appropriateness and to ensure it follows the policy.

The designated Board members reserve the right and discretion to defer, remove, or reject member and non-member posts in order to grant priority to official club announcements, club-sponsored events, and critical business matters.

**Policy:**

This is a forum for the members of the San Francisco FrontRunners, and we encourage members to share information and thoughts about the SFFR, running and walking, and other closely-related LGBT sports activities. All posts must adhere to the SFFR’s social media guidelines:

- Don’t do anything that breaks the law.
- Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.
- Social Media should not be used for commercial purposes or solicitations unless such advertisement or promotion has been cleared by the Board with an appropriate advertising fee paid therefor.
- Social Media should not be used to promote or oppose club candidates for office or controversial causes within the club.
- Social Media should never be used to express political opinions.
• Be polite and courteous. No name calling, profanity, fighting words, discriminatory epithets, sexual harassment, bullying, gruesome language or the like.

• Stay on topic. Keep the conversation relevant to the communities in which we are a part of (running, LGBTQ issues). Our goal should be to create and facilitate dialogs around SFFR and our communities.

• Remove content that is off-topic, out of context, spam, promotional or links to third party sites.

• Keep it real. All posts should come from a real person and a real Facebook or Instagram profile.

• Help our people who are seeking information.

• Know the rules. Before engaging on Facebook or Instagram, or on any other social media property, make sure you read and understand the social media platform’s rules of engagement.

• We are committed to having a dialogue with our followers.

• Support any claims with links to information sources whenever possible. SFFR should never express opinions that are not able to be backed up.

• We should strive to respond to as many relevant questions and comments as possible, but we reserve the right to use our judgment in selecting the messages we respond to and removing or rejecting any content that is not relevant or abusive in nature.

• Following an account or including an account in a list does not constitute an endorsement; the same applies to re-tweeting, sharing, or reposting messages posted on accounts we do not own, or marking them as “favorites.”

• If someone is posting abusive content do not hesitate to report the content and take appropriate measures which may include blocking the account.

• The account administrators hold the right to remove, reject, or block non-dues paying members from our social media accounts for any reason without need for explanation.

• The board may use their discretion and best judgement on removing and blocking people from social media accounts.

Best Practices
San Francisco FrontRunners has multiple social media accounts and platforms; therefore, we have developed some best practices in order to help make managing multiple social media accounts easier.

Permissions:

Board members (if they want) will be admins for the SFFR Facebook group, Twitter, Instagram, and Strava. Others will be allowed access with board approval.

Any facebook pages or groups created by subgroups of SFFR should have at least one board member as an Administrator on their facebook page.