



## Social Media Policy

The PMQG board recognizes the vital role that use of social media plays in allowing it to maintain an active online presence through which to share important information on events, meetings, and workshops. Social media also provides a highly accessible place where we can celebrate members' quilts, exhibits, and varied accomplishments. PMQG leadership recognizes, then, that social media is a critical tool in its functioning and a vital mechanism through which it can uphold and actively reflect our stated mission along with the guild's values of diversity, equity, inclusion, and accessibility.

If you have any questions, recommendations, or require assistance with using this policy please contact the PMQG Board at [portlandmodernquiltguild@gmail.com](mailto:portlandmodernquiltguild@gmail.com).

### **PRINCIPLES, STANDARDS AND BEST PRACTICES**

A basic but key principle regarding use of Social Media by both PMQG Leadership and members is to always exercise good judgement in posting and/or speaking online. We encourage everyone to start with the assumption that anything you say/text online, even on a "private" site could be heard/seen by anyone, anywhere and at any time. Also, recognize that what is shared, verbally or in writing, can have significant repercussions for PMQG as an organization, its members, as well as for individuals, their families and friends.

If you are writing/speaking in response to another's post/comments, be respectful, fair, accurate and professional. Only post what you would be comfortable and willing to say face to face to someone without being offensive.

### **BEFORE YOU HIT 'POST'**

1. Reflect on your reaction and examine your assumptions.
2. Consider other methods of communicating - text, email, telephone call.
3. Ask yourself if there are other voices you should hear from first?

4. What might you do to reduce vs. increase stressful situations.
5. Be brave - seek first to understand then to be understood.
6. Ask yourself: Would my family/child be happy to hear/see what I said?

## **EXPECTATIONS**

**PMQG values members' privacy and acknowledges members are entitled to their own opinions, beliefs, and freedom of speech. However, as members or registered guests use our virtual space (Zoom, Facebook, Instagram, or other platforms) for meetings, workshops, or events like open sew days, they may not be used to/for:**

- **denigrate other members, board leadership, or speakers or teachers,**
- **any form of hate speech or discrimination.**

PMQG social media posts should be created with a positive and collaborative voice [see points above]. Please be advised that in alignment with its values and DEIA practices, Guild leadership may elect to delete abusive, negative, or spam tags, comments or messages, or block users who engage in these behaviors.

## **LIMITATIONS re INTERVENTION / RESOLUTION OF ONLINE DISPUTES AND/OR GRIEVANCES**

PMQG makes regular use of social media to share information with and celebrate its membership. The guild's use of social media, however, does not and cannot ethically extend to monitoring or addressing online conflicts between PMQG members and/or others. Nor can PMQG engage in publicly commenting on or in any way take part in heated exchanges or difficult situations that may arise between individuals who happen to be members of the guild. In such instances members are advised as follows:

- Should conflicts arise online, the social media platform (Instagram, Facebook, and others) where this conflict or situation is taking place will likely have important rules in place that the complainant can reference to pursue any violation or concern.
- Members who find themselves caught up in difficult situations that arise *at PMQG virtual or in-person events or guild-sponsored events* should work to settle the

disagreement amicably on a person-to-person basis. Should person-to-person efforts prove unsuccessful the PMQG or MQG grievance process is the next and best option to resolve them. [See PMQG Thrilled Guild Guide]

## **USE OF PMQG MEMBERS-ONLY CONTENT**

PMQG is happy to offer valuable members-only content such as recordings of meetings or other assets on its “Members Only” password-protected section of our website. **These links, content, or assets *may not be shared beyond the current year’s PMQG membership for any reason.*** It is a violation of Facebook, Instagram, and YouTube rules to share PMQG's intellectual property beyond stated limits, as well as a violation of guild participants’ privacy. Further, sharing of these materials may, in fact, breach contractual agreements between PMQG and its content providers and pose a liability to the guild.

## **ONLINE TOOLS FOR MEMBER ACCESSIBILITY**

PMQG provides accessibility transcription services such as otter.ai to assist in meeting the accessibility needs of its membership. The captioning and transcription service is clearly announced as live streaming at the beginning and during the meeting. The transcription function captures only verbal statements in text form and is accessible during the live meeting and then is deleted at a later time.

It should be noted that while the board does not normally monitor virtual events, it will, in fact, review a specific/relevant transcription in response to an attending member who shares concerns related to any of the aforementioned expectations not being met, rules being broken and/or guild values being disregarded.

## **BOARD CONFIDENTIALITY**

All PMQG Board members have signed an important confidentiality agreement regarding sharing or divulging any information regarding members and/or guild business.

## **PURPOSE of the PMQG SOCIAL MEDIA POLICY**

Social Media is an ubiquitous feature of our daily lives and, for many, it is considered an integral tool for use in their professional work and personal communication and expression. Over the past few years we have learned of the power of social media and its ability to influence individuals' and communities' conversations and beliefs in both constructive and destructive ways.

The lines between ethical and unethical behaviors related to the uses of social media and its impacts remain a much debated topic of conversation within and across a range of organizational systems and structures. Many groups, including the Portland Modern Quilt Guild (PMQG), are engaging in earnest reflection on ensuring an alignment of their vision, mission and values to a set of principles, standards and best practices that will guide their leadership and members' use of, and interactions, on social media.

As part of its own reflection and consultation around social media, the PMQG Board is in recognition of the clear advantages of, as well as the real potential for negative impact, social media holds for the guild's community. The 2021 board developed the PMQG Social Media Policy. The Social Media Policy is envisioned as a tool to assist future Boards along with guild committees, task groups, etc., as well as the general membership, in understanding the expectations for and limits of use of social media when used on behalf of and/or with respect to PMQG virtual and real-time events and activities.