

KIWANIS INTERNATIONAL'S SOCIAL MEDIA POLICY

Enacted in 2010 and updated in 2020, the rules of our organization require Kiwanis International board members, district governors, governors-elect and lieutenant governors to adhere to all 15 of the organization's social media guidelines. Many districts have even enacted a similar policy as a requirement for all Kiwanis members.

Social media includes blogs, Facebook, Instagram, LinkedIn, Twitter, TikTok, YouTube and even email.

POLICY B. INTERNATIONAL ADMINISTRATION **19. SOCIAL MEDIA GUIDELINES**

All Kiwanis International Board members, district governors, governors-elect and lieutenant governors shall adhere to the following guidelines when posting to a blog, making comments online, or using Facebook, Twitter, Instagram, YouTube, LinkedIn, Flickr or any other tools that fall within the social media realm.

Recognizing that the individual actions of each Kiwanis club member reflect upon the entire organization, the Board urges all districts and clubs to adopt a similar policy and for all Kiwanis members to abide by these guidelines.

- a. Be aware that you are responsible, legally and morally, for what you say and post online.
- b. Do not post any items that promote, endorse, or condone violence.
- c. Do not post any items that promote, endorse, or condone discrimination on the basis of race, color, creed, national origin, age or sex, including sexual orientation and gender identity.
- d. Remember that your audience may include Kiwanis family members and nonmembers, both adults and youth, from many cultures throughout the world.
- e. Talk about your Kiwanis experience in positive terms.
- f. Make it clear that you are speaking only for yourself and any views posted are yours alone.
- g. Online conversations should be open, honest, and honorable.
- h. Do not post any items, make any comments, or share any material that would be inappropriate for children to read, view or share.

Kiwanis International can help!
Get tips, tools and resources at
[kiwanis.org/brand](https://www.kiwanis.org/brand).



- i. Add value to the conversation.
- j. Know when to respond. You may disagree with a post, but never fight or air grievances online, and don't get caught up in someone else's rant or rage.
- k. Do not use foul language.
- l. Don't speak of others in derogatory or degrading terms.
- m. Prior to posting any media online, obtain permission from any individuals who appear in that media.
- n. Adhere to copyright and fair use.
- o. Use factual information and cite sources.

All Kiwanis International board members, district governors, governors-elect and lieutenant governors agree that if Kiwanis International staff, led by the executive director, in its sole discretion, requests that an individual remove a post for violating the social media policies set forth above, the individual shall promptly remove the post. If the individual disagrees with Kiwanis International staff's decision to remove a post, the individual may appeal the decision to the Risk Management Committee of the Kiwanis International Board, which Committee will then make a recommendation to the Kiwanis International Board. The individual must remove the post while the appeal is pending. Failure to remove the post when requested by Kiwanis International staff subjects the individual to discipline, including but not limited to immediate removal from office by the Kiwanis International Board.

Kiwanis International staff will review posts that come to their attention but have no duty to affirmatively review posts by any Kiwanis International board member, district governor, governor-elect or lieutenant governor or other members.