

# Northport Arts Association Social Media Policy

*Effective Date: January 2024*

## **Introduction:**

The Northport Arts Association (NAA) recognizes the importance of social media in today's interconnected world. This policy is established to guide the appropriate and responsible use of social media platforms by NAA members, volunteers, staff, and any individuals associated with the organization.

## **Purpose:**

The purpose of this Social Media Policy is to:

1. Protect the reputation and integrity of the Northport Arts Association.
2. Ensure the responsible and respectful use of social media.
3. Provide guidelines for engaging with the community and promoting NAA activities.

## **Guidelines:**

### **Professionalism:**

Always represent NAA in a professional and positive manner. Exercise discretion and good judgment when sharing content related to NAA.

### **Accuracy and Transparency:**

Ensure information shared on NAA's social media platforms is accurate and up-to-date. Content is fact-based on Arts Activities,

Events and News. Comments are monitored for professionalism, integrity and accuracy by the moderators and board members.

**Permissions:**

Individuals authorized to post on NAA's social media account include: the Secretary, Executive Director, website team members and our social media manager. Content requests need to be sent to northportartsforall@gmail.com

**Respect:**

Treat others with respect and courtesy in all social media interactions. Content that is unprofessional or negative in nature will be removed.

Delete comments from third parties falling outside of NAA's Social Media Policy. Examples include any form of discrimination, harassment, or offensive language.

**Confidentiality:**

Do not disclose confidential or proprietary information about NAA, its members, or any other confidential matters on social media.

**Endorsements:**

NAA's endorsement of any individual or external organization without proper authorization requires approval from Northport Arts Associations Board of Directors.

**Copyright and Intellectual Property:**

Respect copyright laws and obtain proper authorization before using or sharing copyrighted material. This includes NAA materials and work/content from our artists.

Do not use NAA's logo or branding without permission.

**Security:**

Protect NAA's social media accounts by using strong passwords and enabling two-factor authentication.

Report any unauthorized access or suspicious activity promptly to social media administrator.

**Monitoring and Moderation:**

Access to our social accounts is a privilege.

NAA reserves the right to monitor and moderate content on its official social media accounts.

Inappropriate or offensive content will be removed without notice. Violations will result in removal of access and/or blocking unwanted contributors.

*Review and Updates: This social media policy is periodically reviewed and updated as necessary. Any changes are communicated to all relevant parties.*

**Acknowledgment:**

By associating with Northport Arts Association, social media administrators acknowledge they read, understand, and agreed to comply with this social media policy.

*This policy is subject to change without notice. Please check for updates regularly.*