

N.S.C.A.R. GUIDELINES FOR SOCIAL MEDIA



Adopted February 8, 2015
Amended June 8, 2019

The following guidelines for C.A.R.-related social media were approved by the Senior National Board of Management to provide instruction for C.A.R. members and senior leaders to effectively use the many aspects of social media including “public” and “private” venues.

Social media refers to any tools that allow electronic communication used to share information, ideas, personal messages, and other content and create online communities. The social media guidelines include but are not limited to Facebook, Twitter, Instagram, LinkedIn, Pinterest, Tumblr, YouTube, forums, blogs, and wikis.

N.S.C.A.R. Social Media Sites - N.S.C.A.R. maintains one official Facebook feed (NSCAR1895), one official Twitter feed (@NSCAR1895), one official Instagram feed (@NSCAR1895), and one official YouTube channel (NSCARWeb).

Public Social Media Sites - These sites are open to the public to generate interest in the C.A.R and provide accurate information about C.A.R. Often times it is a place for prospective members to gain information about membership. These sites are NOT for the purpose of discussing C.A.R. local, state, regional, and national business among members and senior leaders such as dues, society newsletters, and meeting information. Great care should be taken to protect the identity of members. **Full names** of members should NEVER be used. Events may be publicized, but the combination of event, time, and place is prohibited from being displayed.

Private Social Media Sites - These sites are closed to the public. Only members and senior leaders may view the information contained in this group. Local, state, regional, and national business may be discussed within the site. These sites may be used to communicate local, state, regional, or national information with members and senior leaders such as dues, society newsletters, and meeting information. If this site permits dialogue among your members and senior leaders, the administrators of the site should quickly correct misconceptions and provide accurate, detailed information. C.A.R. membership and parental/guardianship involvement must be confirmed before anyone is admitted access to these sites.

Guidelines for Creation of a Social Media Site

- **Name:** A C.A.R. site may not use “C.A.R.” without also naming their society or state organization.
- **Approval:** All local C.A.R. sites must be approved by your Senior State President or senior leader appointed by your Senior State President before the site begins admitting participants. All state, regional, and national C.A.R. sites must be approved by the Senior National Chairman Public Relations who will request permission from the Senior National President before the site begins admitting participants.
- **Administrators:** A minimum of two administrators are needed to maintain the site. This permits issues to be addressed in a timely manner and insures the continuation of the site

should one administrator be unable to perform the duties. At least one of the administrators must be a senior leader.

- **Disclaimer Statement:** A disclaimer statement must be included on the site: “This site is not an official N.S.C.A.R. site. The content contained herein does not necessarily represent the position of the N.S.C.A.R. The Senior National President is the official spokesperson on issues that have not been addressed as policy of the N.S.C.A.R.”
- **Graphics:** The C.A.R. Logo may be used on the site. No site may use the N.S.C.A.R. Insignia or any part of the N.S.C.A.R. web site without explicit permission from the Senior National President.
- **Monitoring:** The site should be monitored to be sure discussions are accurate and appropriate. Corrections and new information should be posted as quickly as possible to assure accuracy of information.
- **Protection of Private Information:** Full names of members should NEVER be used.
- **Links:** Include a link to the national website, <http://www.nscar.org/> . Other links may be offered to sites that are consistent with the mission statement of the N.S.C.A.R. A public site should not include a link to a private site.
- **Names:** No one shall be permitted to join a site under a group name or pseudonym. Inappropriate comments and cyber bullying will not be tolerated. Members and senior leaders are expected to own up to their conversations under their true names.
- **Campaigning:** No campaigning for you or for someone else of any kind is permitted on an approved social media site. Please refer to the current N.S.C.A.R. Election Code for clarification on campaigning. Any infractions will be referred to the Ethics Committee.
- **Invitation:** The Senior National Chairman of Public Relations, the Senior National President, and any leaders of that level should be invited to join all public and private sites. For example, if it is a regional level site, the Senior Regional Vice President should also be invited to join. If it is a state level site, the Senior State President should also be invited to join. If it is a local society level site, the Senior Society President and the Senior State President should also be invited to join.
- **Participants:** Common courtesy should apply to all persons requesting to join a site. No one person is entitled to be admitted to a site or remain a member of that site. The administrator of the site has the right to remove any person from the group for violation of any of the social media policies or at the request of the Senior National President, Senior State President in the case of a state site, or Senior President in the case of a local society site.

Leadership Guidelines

- All state and local C.A.R. sites must be approved by your Senior State President or a senior leader appointed by your Senior State President before the site begins admitting participants. All national C.A.R. sites must be approved by the Senior National Chairman Public Relations who will request permission from the Senior National President before the site begins admitting participants.
- The administrators are responsible for making sure C.A.R. information is accurate and are responsible for quickly posting corrections to inaccurate information on the C.A.R.-related social media site. Questions posted on social media seeking directions for membership should be sent to the appropriate senior leader.
- Administrators are asked to review the site at least once every six months for adherence to these social media policies and make the necessary corrections.