

## Rensselaer Alumni Association

### Social Media Policy

This policy governs the publication of and commentary on social media by members of the Rensselaer Alumni Association. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram, Snapchat, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail, and the internet.

Our members are free to publish or comment via social media in accordance with this policy. Members are subject to this policy to the extent they identify themselves as a member of the Rensselaer Alumni Association.

All uses of social media must follow the same ethical standards that members must otherwise follow:

- a. Don't tell secrets: It's acceptable to talk about the Alumni Association and have a dialogue in the community, but it is not okay to give confidential information to the public. Confidential information includes:
  - a. Details about our software, technology
  - b. Financial information
  - c. Sensitive personal topics
- b. Protect your own privacy: Be mindful of posting information that you would not want the public to see
- c. Be honest: Do not blog anonymously, use pseudonyms or false screen names. Use your real name, be clear who you are, and identify your association with the Alumni Association. Do not say anything that is dishonest, untrue, or misleading.
- d. Respect copyright laws: It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.
- e. Respect your audience and fellow members: Don't say anything in conflict with the Alumni Association. Don't be afraid to be yourself, but do so respectfully.

## Website Guidelines:

- Name of Organization should appear on home page
- Email link for membership information is present on home page
- Must have at least two contacts or administrators with different email addresses.
- “Last updated” date should appear on the bottom of the home page
- Disclaimer must appear:
  - “The content contained herein does not necessarily represent the position of the Rensselaer City School district”.
- The Rensselaer Alumni Association logo may NOT be used on other websites/social media pages of other organizations unless it has been approved at an Alumni meeting.

## Social Media pages (ie: Facebook, Instagram, Twitter, Pinterest):

- No personal information should be disclosed
- No pictures should be used of minors unless approval has been given
- No pictures that are embarrassing or display alcohol/smoking
- No politically related materials
- No derogatory comments or vulgar language about people or organizations
- No disclosure of the Alumni Association’s financial information
- Videos should have public comments turned off. Videos should be relevant to members of the Association
- Promoting businesses such as Avon, Pampered Chef
- Discussions of strong political or religious opinions

## Items allowed on Social media pages:

- a. Alumni to be able to gather and chat
- b. Post pictures
- c. Provide memorabilia
- d. Reunion information
- e. Birth, marriage, death announcements
- f. School related announcements
- g. Highlight alumni/faculty achievements

Adopted April 2022

