

Social Media Communication Guidelines

The Rotary Club of Madison uses social media to share Rotary's mission of service, highlight club activities, promote community engagement and strengthen connections among members and the public. These guidelines are intended to ensure that our communications reflect Rotary's values of service, integrity, fellowship, leadership and respect.

The Rotary Club of Madison's social media communications will use the following guidelines:

Follow The "Four-Way Test" in all discussions.

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

Internal – when posting on the club's social media outlets:

- Rotary topics are encouraged as well as interactions among members.
- Photos taken at our weekly luncheons and other Rotary events are often posted on our social media platforms. Anyone who does not want to be part of these photos should contact the Rotary office to let them know.
- Requests seeking Rotary service volunteers are permitted.
- Commercial or solicitation postings are not allowed.
- Non-Rotary Club fundraising will not be allowed without the express agreement of the Club's board of directors.
- Excessive posting or repeated reposting of the same content is discouraged. Members should avoid posting the same message multiple times or dominating a conversation.
- Refrain from posting messages that are inconsistent with Rotary values of service, fellowship, diversity, integrity, and leadership.
- Posts should not include discriminatory, offensive or inappropriate content such as racist, sexist, or abusive language.
- In group discussions, stay on topic. Be respectful and civil to fellow members. Personal attacks are prohibited.
- Communications that do not meet these guidelines can be removed.
- The Rotary Club of Madison reserves the right to remove posts that do not comply with these guidelines. Moderation decisions will be made by the Executive Director or designated club leader.
- If a post is removed, the person who posted the message may not receive individual notice or any explanation.

External – when posting outside of the club’s social media venues:

- The Rotary Club of Madison is committed to providing a respectful and support platform for all of its communications.
- All communications should follow The Four Way Test and remain positive and respectful.
- If anyone feels they are experiencing harassment or feeling unsafe within any Rotary related social media communications, they should contact the Executive Director at the Rotary office or a Rotary Club of Madison Board Member or Officer.
- Members should avoid representing themselves as official spokespeople for the club unless authorized.
- Posts about Rotary activities should accurately reflect club programs and mission.
- Photos of students or youth participants should follow Rotary youth protection guidelines.

Personal Accounts: Members frequently share Rotary experiences on their personal social media accounts. When doing so:

- Members should make clear they are speaking in a personal capacity.
- Personal opinions should not be presented as official Rotary Club positions.
- Rotary branding, logos or event messaging should be used respectfully and accurately.
- Personal opinions should be clearly expressed as individual views; not those of the club.
- When Rotary hold events that have students under the age of 18, not all students’ parents/guardians have signed off to allow photos of their child to be taken. Therefore, Rotarians should not post their own photos of students and share them on social media.

Assume Public Visibility: Content shared in Rotary-related social media spaces may be visible beyond the intended audience. Members should assume that posts may be shared, screenshot, or viewed by the general public. Before posting, consider whether the content reflects positively on Rotary and the Rotary Club of Madison. Rotary communication channels are intended to support Rotary’s mission of Service Above Self and should not be used to advance personal or commercial interests.

Moderation and Administration: The Rotary Club of Madison reserves the right to remove content posted on its social media that does not comply with these guidelines. Moderation decisions may be made by the Executive Director or designated club leadership to ensure that Rotary communication channels remain respectful, productive and aligned with Rotary values.