



Social Media Policies District 95

Toastmasters District 95 recognises the value of Social Media for connecting with members and the public. These are routinely done through separate channels.

The FAQ

Why use Social Media?

At D95 we use our Social Media channels

- To connect District 95 officers and members with each other and with fellow Toastmasters worldwide.
- To share and promote our events both to members of our District fellow Toastmasters worldwide.
- To share our knowledge, best practices, and discoveries as we grow in our Toastmasters journey.
- For Acknowledging and celebrating our achievements at the District, Division, Area and Club levels, and high achievements of our members.
- To present the Toastmasters experience to members of our District, other Districts, and the general public.
- To support all our clubs in their PR efforts in order to get more members and get the word out.

Our main audience is our District members and occasionally Toastmasters Worldwide.

Which are our Social Media channels?

District 95 operates multiple Social Media channels at District Level:

- Facebook:
 - D95 Facebook Page
 - D95 Private Group
 - D95 Online Meeting Practice Group
- LinkedIn D95 Group
- Instagram D95 Profile
- YouTube D95 Account

Further channels exist and are operated at the Division and Area level.

Why have a Social Media Policy?

Having a Social Media Policy will help D95

- To establish clear guidelines of who we are, how we communicate to the public.
- To protect the Toastmasters International brand and the members using Social Media as part of their Toastmasters experience.
- To help us abide by the local regulation requirements and the Toastmasters International Code of Conduct and Content Guidelines.
- To provide a guide for members using the District 95 Toastmasters District and Division Social Media channels and action for breaches to this policy

Who does this Social Media Policy apply to?

This policy applies to anyone using the District 95 Toastmasters District, Division and Area Social Media channels.

When does this Social Media Policy go in effect?

Each channel has moderators who will apply the guidelines as of July 1st, 2020.

Who is responsible for D95 Social Media?

The ultimate responsible for D95 Social Media is the District Director, with the responsibility over the day to day operations resting on the District PRM with assistance from our PR Team including Brand Support Lead, Division PRMs, Club VPPRs and any volunteer moderators.

Want to become a moderator for D95 Social Media? Reach out to prm@toastmasters-95.org

What happens if there is a breach?

- Minor breaches: If it is reported to a District 95 Senior Leadership Team or the Social Media channel moderators that a minor breach has occurred on Social Media, a warning will be issued (via email) from District. The second time a breach occurs in a twelve-month period, you may be suspended from the District 95 Toastmasters Social Media channels for a period of up to six months. Further breaches may result in a permanent suspension from the group.
- Major Breaches: If it is decided by the District 95 Senior Leadership Team that the breach is serious, this would result in immediate suspension from the District 95 Toastmasters Social Media channels.

How to report a breach?

Members wishing to report a breach of guidelines, should forward their concerns to the prm@toastmasters-95.org. When reporting a breach please include details of the post.

The Social Media Policy

Toastmasters D95 adheres strongly to its core values in the online Social Media community, and we look forward to seeing the same commitment from all District representatives including District Officers, Club Officers, and Club members of D95.

Toastmasters International's core values are integrity, respect, service, and excellence. These are values worthy of a great organization, and we believe we should incorporate them as anchor points in every decision we make. Our core values provide Toastmasters with a means of not only guiding but also evaluating our operations, our planning, and our vision for the future. The Toastmasters International Code of Ethics and Conduct applies to Social Media participation, including standards for communications.

As a Toastmaster, you will be personally responsible for the content you publish on any form of the Social Media platforms concerning a Club, Area, Division or District 95.

You should be aware that the ideas you post and information you share may be seen and used by others. To protect your safety, privacy, and intellectual property, please consider that when you voluntarily disclose personal information and ideas on Social Media, that information can be collected and used by others. We are not responsible for another person or entity's misuse or misappropriation of any content, ideas, or information you post on this Site and/or in Social Media.

When in doubt, you should seek guidance from the Club and District Public Relations Manager on how to comply with the following obligations:

Integrity

1. **Be truthful about who you are.** Do not imply that you are authorized to speak as a representative of the Club, Area, Division or District 95, nor give the impression that the views you express are anything but your own. Do not use your email address or any logos or insignia that may give the impression of official support or endorsement of your personal comments.
2. **Be truthful about other people.** Do not use the identity, voice, likeness, or image of any person, or organization for which you do not have permission to post; or that libels, defames, or invades the privacy rights of any person. This includes obtaining the proper permissions via release form.
3. **Respect copyright.** If it is not yours, don't use it. It is that person's choice to share their material with the world, not yours. Before posting someone else's work, please check with the owner first. When quoting copyrighted work be sure to credit the original source and, if appropriate, add a link.

Respect

1. **Be respectful of privacy.** Do not use or disclose any confidential information obtained in your capacity as a member of Toastmasters D95, or that invades another's privacy or that you do not have the right to disclose or make available.
2. **Be respectful of others.** Do not, under any circumstance, harass, abuse, bully, or harm another person, including sending unwelcome communications to others. Do not insult, threaten, harass, or abuse; do not use profanity or obscene language. Hate speech or discrimination of any kind is grounds for immediate suspension of access to D95 and Toastmasters International's Social Media channels. This applies to posts, comments, and any other form of online communications.

3. **Protect yourself.** Do not reveal personal/confidential or proprietary information. Remember that the internet never forgets.

Service

1. **Serve our common goal.** Refrain from any unsolicited or unauthorized advertising, promotional materials, “junk mail,” “spam,” “chain letters,” “pyramid schemes,” surveys, or any other form of solicitation. This includes any content soliciting customers, clients, donors, or others on behalf of your business, profession, or any organization or cause other than Toastmasters International.
2. **Direct feedback to the appropriate channels.** Communications that contain criticism, complaints, accusations, allegations, etc., are more properly directed through personal conversations, phone calls, or emails through official channels established to address such problems, rather than broadcast via Social Media and forums.
3. **Be of service to others.** Always be of service to other members of the community by sharing valuable and relevant information, in the adequate channels.

Excellence

1. **Do your best to be accurate.** Social Media lets you communicate incredibly fast and have your message go viral in seconds. The best thing to do is double check all content before you share it, both for accuracy and to make sure it fits into Toastmasters D95 overall Social Media strategy, our Code of Conduct, and any restrictions that may apply to your content based on local law and the platform you are using (such as terms of service for the site upon which you are sharing).
2. **Admit your mistakes and fix them.** Have you posted something that just wasn't true? Be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
3. **Build a great community.** Social Media is a place to have conversations and build connections, whether you're doing it for Toastmasters or for yourself. The connections you'll make on Social Media will be much more rewarding if you remember to have conversations rather than push agendas.

Breach of Policy

The Club and District PRM will consistently apply and look to enforce this policy. All members who interact or intend to interact with any Club and District-related Social Media must be sensitive to the requirements of this policy, and as such, all members are asked to fully comply with this policy. Any member who believes that there has been a breach of this policy should bring the matter to the attention of the District Public Relations Manager as soon as practicably possible. The District Director and the PRM will discuss any breach with the member or members involved and determine the best course of action to take.

Quick and Easy Do's & Don'ts

Ask Yourself

Before posting or commenting on a post, pause and ask yourself:

- Is my post appropriate to Toastmasters International Values?
- Is my post appropriate to the diverse membership of the District 95 Toastmasters Social Media channels?
- Is my post in-line with the purpose of the District 95 Toastmasters Social Media channels?
- Is this the best forum for my post?

If you answered yes to all of these questions then, post (check out some other constraints below).

If you are unsure about any of these questions, then discuss with a fellow member, Club, or District leader privately to get another opinion on whether you should post. If you answered no to any of these questions, do not post.

Some constraints:

- The Social Media channels are only for Toastmasters related content. You may not post information for personal or financial gain, other business information, personal milestones (marriages, births, etc.) or Basic Individual Toastmasters successes (pathway levels).
- Our district comprises a diverse community from four different countries. Keep your posts in English, our common language, to help everyone feel included.
- For Division or District events, the right to post photos/video/details and any contest winners rests exclusively with that Division Director (for Division events) or with the Senior Leadership Team (for District events). Anyone else should send their photos to the relevant District leader to post.
- Limit yourself to no more than one post per day (you can like/respond to as many primary posts as you want).
- If you are responsible for posting during an event –limit it to one post (i.e. all photos, video, and text from the event in one post).
- Checking in, posts will be deleted, they create no value for the group.