

FOX VALLEY GENEALOGICAL SOCIETY (FVGS) SOCIAL MEDIA POLICY
(EFFECTIVE 2/2021)

The Fox Valley Genealogical Society (FVGS) supports the use of social media via Facebook. This policy is to help preserve the integrity of the Society, as well as protect our members.

The aim of the social media policy for FVGS, is to act as a public service, to provide information about our programs, services, projects and activities, and other genealogical media that we feel is a benefit in one's quest of genealogy. We will use social media to showcase our knowledge and skills in genealogy, and to promote the Society to new and potential members as a dynamic, modern and credible provider of genealogical and family history services.

FVGS SOCIAL MEDIA OBJECTIVES:

- Provide information regarding genealogy to FVGS members and the general public (both domestic and international)
- Promote the Society and build presence in the community
- Grow membership
- Help engage our audience and establish FVGS as a go-to resource

FVGS SOCIAL MEDIA CONTENT:

- Promote FVGS events
- Highlight content on its website
- Provide resources of interest to both members and the general public (both domestic and international)
- Postings shall be related to genealogical topics
- Copyright laws are observed
- Posts regarding a specific lecture/speaker will have the author referenced and cited appropriately

Posts will be about FVGS activities, general and local history, genealogical research, genealogical websites, and other productions relative to genealogy. FVGS reserves the right to remove postings or comments that it believes are inappropriate for whatever reason including but not limited to: foul language, attacking a single person or group, or spam that explicitly promotes or sells a commercial product or service.

FVGS shall not be held liable for information posted on its social media site. Postings and comments by any of its officers or directors shall not represent an official position of the Society.

Posts will be timely, professional, polite and friendly, avoiding any content that could be interpreted as a slur, or as demeaning or inflammatory.

The FVGS President, and the Social Media Director-At-Large, are responsible for posting on Facebook. These two positions will avoid situations where they could personally benefit, or be seen to be in a position to personally benefit for their own involvement. These positions will also be responsible for metrics monitoring shared at the monthly board meeting.