



Recommended Social Media Guidelines for Clubs

Lions Clubs International Perspective on Social Media

Lions International is enthusiastic about social media because it can help clubs connect with people who share their desire to serve and who care about causes they support. Moreover, social media can quickly and effectively connect with club members and their communities.

Guidelines for the Public

We strive to nurture a vibrant and robust community, and we are enthusiastic about using social media to open new channels of communication and collaboration. Social media can help us to communicate better about things we care about, so we can work together to make a bigger impact.

Please consider the following guidelines when creating a public social media community (Facebook page or group, Instagram account, Twitter account, LinkedIn group, etc.) for your club:

- We invite all individuals' participation, but people's thoughts are their own; they don't represent the view of this Lions club. We want people with all passions, ideas and goals to be able to express themselves as they wish and to be free to comment on each other's thoughts.
- Your behavior will affect how people perceive you and create your reputation, so be courteous and respect others as you would like to be respected. It is okay to disagree and have vigorous debates without insulting anyone. State your opinions and make your case without cutting people down.
- Strive to be helpful to people and the group, which will improve your reputation. Tie your comments to the topic that people are discussing. If you want to talk about something else, feel free to start another topic. In general, this community is not the place to talk about potentially divisive topics like politics or religion because Lions serve people irrespective of either.

- Don't pick up the gauntlet. If someone makes negative comments about something you hold dear, resist the urge to write something negative in return. Rise above. Most negative comments are really frustrations or requests for help, so try being helpful rather than negative. Your behavior in these situations goes a long way in defining your reputation.
- Understand that anything you share digitally can be distributed on the Internet, and most content is searchable. Even if you share a comment, picture or video in a site that you believe is "private," anyone can take it and share outside, so keep in mind that all content is explicitly or potentially public. Although it's often best to use your real name on social media sites, it's probably not a good idea to share personal details such as physical address, phone numbers, work schedules, ID numbers, etc.
- Keep it clean. We reserve the right to remove any content at any time that does not adhere to this policy or federal, state or local law. This includes any text, picture, audio or video content or link that promotes illegal activity, discrimination, profanity, sexual material, uninvited selling or spamming, promotion of unsafe behavior, viruses or malware or that violates copyright or confidentiality. People who repeatedly share forbidden content may be barred from [this site name].
- Please understand that this club cannot be responsible for links and thoughts that people share here. Links and opinions do not imply endorsement of our club. We are very interested in your thoughts and questions about this site and policy, so we invite you to post questions or comments publicly or contact the administrator to give your feedback or voice your concerns privately.

Guidelines for Club Members

Club members, in addition to the above, please consider these guidelines:

- When you interact on social media sites, including your club's, please represent yourself, not your club or Lions Clubs International, unless you are a club officer authorized to speak publicly for your club. Clubs should never represent LCI.
- [The Lions Clubs International Board Policy](#) applies on social media sites, too. Consideration, confidence and trust are the basis of healthy communities, so it's generally not a good idea to discuss confidential topics or share internal documents on social media sites.
- Be transparent. When you are discussing Lions clubs or causes, whether on one of your club's presences or another site, disclose that you are a Lion, so people know where you're coming from.
- Each platform has features that let you "flag" false or spam posts, so you can help the club administrator(s) by flagging spam posts. Usually only administrators can remove spam, but you can alert them. Note that "spam" doesn't mean posts you don't like or disagree with, it is blatant, impersonal selling on your site.
- Please refer to [Lions Brand Guidelines](#) when using the Lions name and logo.

Guidelines for Club Social Media Coordinators

In addition to the above guidelines, club social media coordinators are administrators of club social media presences and have special considerations:

- Just like physical “meeting rooms,” social media sites are most welcoming when people feel that the host is present and truly interested in what guests have to say. So yours is a fine balancing act between encouraging people to share, permitting a wide range of behavior and intervening only if things are getting out of hand.
- It is very important to uphold your policy consistently, so everyone knows the rules are real. Along with this, plan on adjusting your policy when some part doesn’t make sense, so it works for your club, and it’s easy to uphold.
- If someone posts a comment that you or club members feel is critical or “negative” to your club or cause, read it several times before you react. Is it constructive? If so, don’t be afraid to dialog with the person - great things can come out of it. On the other hand, if you feel that it violates this policy, you can remove it.
- By far, the most common offense is people spamming your presence; for example, housewives getting rich “working from home.” Immediately remove those posts, and report them to the platform (i.e. Facebook, Twitter) as spam. If you don’t remove them, they can signal to your members that your space isn’t well tended.
- Practice good password management. Assign each administrator his/her own account rather than managing from one account.
- Make sure an administrator understands and agrees to your club’s guidelines before you put him/her into the role.