

# Make your mark on HISTORY.<sup>SM</sup>

## **SOCIAL MEDIA POLICY GRAND LODGE OF SOUTH DAKOTA A.F. & A.M.**

- A Mason should always conduct his Social Media activities to reflect a positive image of his membership in the Craft.
- As a Mason, he must be aware that his postings are a permanent record; therefore his postings and conduct reflect not only him personally but to Masonry as a whole.
- A Mason's actions on the various Social Media outlets should reflect the highest standards of integrity; just as he would practice in Lodge.
- To ensure our fraternity represents itself to the highest standards, we must regulate our actions through Brother-Brother intervention. As a Mason you should advise a Brother if you feel what he has posted is improper within the frame work of our South Dakota Masonic Code and or Social Media Policy and Best Practices.
- Do not identify any Brother a member of the Craft without his consent, or unless he has already identified himself as such.
- Lodge notices and information contained within beyond time and place should not be discussed.
- There should never be discussion related to a petition, background or investigation of an applicant.
- There should never be discussion regarding the ballot of an applicant.
- There should never be discussion of the business of a Lodge or what was discussed behind a Tyled door.
- The posting of pictures or videos of Lodge events must comply with the South Dakota Masonic Code, Regulations and Edicts.
- There should be no posting of the Masonic Ritual/ Monitor.
- No official communication with other Grand Lodges or their subordinate Lodges may take place online. Contact must be completed through the Office of the Grand Treasurer/Secretary.

### **BEST PRACTICES**

- Be consistent with your postings and check for spelling and grammar.
- Always use "we" or "our" never "I" or "my".
- Always respond to a question or message on your page in a timely fashion.
- If someone posts something that is profane delete it immediately. Respond, if asked, that profanity and/or inappropriate discussion is not allowed.
- Do not engage in arguments on the page.
- Examples of posting of information, photos or videos are: Lodge Special Events, Degree Work Announcements, Family Events, Ladies Nights, Lodge Renovations, Open Houses and Brothers Called from Labor to Refreshment are to name just a few.

**Remember ~ photos have the best chance for interaction on social media**



A rich history. A bright future. A waiting opportunity.<sup>SM</sup>

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