

FRATERNAL DIGITAL MEDIA POLICY

for Chapters, Summit chapters and youth service clubs
Effective June 2020

This policy replaces the Fraternal Social Media Guidelines policy.

Overview

Social media and other online communication systems are vital tools in our fast-moving, tech-savvy world. Modern Woodmen of America's Fraternal Department has developed the following policy for those involved with our chapters, Summit chapters, and youth service clubs to ensure they are using digital tools in a way that is safe, effective and consistent with Modern Woodmen's other policies. If you plan to utilize digital tools for fraternal purposes, you must abide by this policy.

This policy establishes guidelines for:

- Chapter activities coordinators and board members
- Summit chapter activities coordinators and board members
- Youth service club leaders and assistant youth club leaders

Field staff not operating as any of the roles indicated above should refer to the Field Digital Policy for instruction.

Communicating with Members

Fraternal leaders may communicate with members regarding fraternal activities using approved digital tools only. This section provides a summary of the approved tools.

Phone

Fraternal leaders may contact members via phone to discuss their involvement in chapter, Summit chapter or youth club activities, including serving on chapter boards, attendance

at future activities, input or feedback on activities or assistance in planning activities.

Member phone numbers are available on the chapter or Summit chapter roster found on the chapter dashboard in imakeanimpact.org. Youth service club leaders can access a roster by going to the Reporting area in imakeanimpact.org and running the Youth Club Roster report.

Phonevite and other similar tools are not Home Office-approved tools for communicating with members.

Closed Facebook Groups

Chapter, Summit chapter and youth service clubs may create closed groups within Facebook for their chapter or youth club. Closed groups are private spaces where you can communicate with chapter or youth club members to share information, gather feedback and build community.

Closed groups allow leaders to:

- Post invitations to upcoming chapter or youth club events.
- Poll members to gain insight and ideas for future events.
- Gather feedback about past activities.
- Share event photos.
- Host fraternal activities.

Membership in a closed group must be restricted to the members listed on the chapter or youth club's roster on imakeanimpact.org.

How to Setup a Closed FB Group

Leaders of chapters and youth clubs who wish to create the closed group must follow these procedures:

1. Complete the closed Facebook group request [form](#).
2. The Fraternal Department will “friend” you in Facebook.
3. Once you accept the friend request, the Fraternal Department will create the closed group. You will be assigned as an administrator for the group and be set up with the appropriate privacy settings. A member of the Fraternal Department must also serve as co-administrator.
4. Invite members of your chapter or youth service club to join the closed group. Please ensure that only Modern Woodmen members are included. Verify an individual’s membership using the chapter roster. (Youth service club leaders can view lists of Modern Woodmen members based on chapter or zip code, at www.imakeanimpact.org.)
5. Post regular updates on the closed group page to keep members informed about upcoming and recent activities. Other members in the group can post updates, but they must be approved by an administrator before appearing on the feed.
6. If/when you no longer serve as the chapter activities coordinator or youth club leader, please notify the Fraternal Department to remove the group or to transfer the group to the new chapter/club leader.

Email

At this time, fraternal leaders may not use their personal email accounts or any email-based communication tool to send mass emails to members. If a member agrees, fraternal leaders may contact members via email on a one-to-one basis to discuss chapter or youth club matters.

Texting

Fraternal leaders may not use texting to send group messages to members. If a member agrees, fraternal leaders may contact members via text on a one-to-one basis when discussing chapter or youth club matters.

Hosting Fraternal Activities Online

Temporarily, the Fraternal Department is allowing the use of approved virtual tools for hosting fraternal activities. Fraternal leaders should use these approved tools only, for the purposes identified and following the guidelines specified.

Closed Facebook Group Tools

The following tools are allowed for use within a closed Facebook Group only.

Facebook Live - Live lets you livestream events, performances and gatherings on Facebook. Viewers can watch from a phone, computer or connected TV. The Fraternal Department has set up the group to only allow closed group members to see your live video.

Facebook Watch Party – Watch Party allows group members to watch videos together within the closed group. Participants can watch live or recorded videos and comment on them.

Facebook Messenger Rooms – Messenger Rooms allow up to 50 group members to video chat with one another. There is no time limit within Messenger Rooms.

Zoom Meetings

Zoom is an online web-conferencing tool which allows users to host one-on-one or

group meetings. Modern Woodmen created a master account to help manage accounts for field representatives and fraternal leaders. Fraternal leaders may use Zoom to host fraternal activities if the leader's Zoom account is linked to Modern Woodmen's master account.

For instructions on requesting a new Zoom account or connecting an existing Zoom account to Modern Woodmen's master account, please visit the Training Materials site on imakeanimpact.org.

Guidelines for Use

Do not launch Facebook Live, Watch Party or Messenger Rooms from your personal Facebook page, if the tool is being used for fraternal purposes. These tools can only be used from within the chapter or youth club's closed Facebook group.

Only host Zoom meetings using a Zoom account linked to Modern Woodmen's master account. Fraternal leaders should not use their Modern Woodmen Zoom account for personal use.

Additional Resources

Visit the Training Materials site on imakeanimpact.org to learn more about using online tools for hosting fraternal activities.

Using Photos and Videos

Modern Woodmen takes the privacy of its members very seriously. You may use photos of fraternal activities within the chapter or youth club's closed FB group or attach them to the activity report. You must ensure that individuals in the photos have granted their consent. This can be done in one of two ways:

- Verify that all attendees at chapter or youth club activities have signed in on the Activity Sign-In sheet and have given their permission to use their image in a photo. (If an individual wishes to not be photographed, it is your responsibility to ensure they are not in any photos.)
- For activities not involving a sign-in sheet (i.e. delivery of a Matching Fund check), please ensure all individuals in a photo have completed a Photo Release Form. The form is available on www.imakeanimpact.org or by contacting the Fraternal Department at 800-322-9805. The completed forms should be returned to the Fraternal Department, with the appropriate chapter or youth club number indicated.

Chapter and youth service club leaders who are not Modern Woodmen representatives may only post photos on a Facebook closed group page. They may not post photos on a personal or business page in Facebook or on photo sharing sites like Instagram. (Representatives should refer to the Field Digital Policy for guidelines on posting photos.)

Other Applications and Tools

Do not set up a unique business or cause page for your chapter or youth service club.

Please refrain from using other social media or meeting tools, including Twitter, LinkedIn or blogs for fraternal purposes.

Questions?

If you have questions about the Fraternal Digital Policy, please contact the Fraternal Operations team at fraternal@modern-woodmen.org or 800-322-9805.