

Hershey Area Art Association Social Media Policy and Guidelines

Social Media refers to computer technologies that facilitate the sharing of information across internet applications. Social Media enables the creation of social networks by connecting a user with other individuals or groups. Examples of Social Media technology are Facebook and Instagram.

In recognition that social media has evolved, it is important to establish reasonable boundaries to the information that is shared about Hershey Area Art Association and its members. The goal of these guidelines is to ensure any content that relates to HAAA is honest, clear, and positive. Errors will be acknowledged politely and corrected timely and any negative content will be ignored or redirected to appropriate individuals within our association. Finally, it is critical to remember the permanency of all social media content.

The first step to establish guidelines for HAAA Social Media is to define the benefits of social media to our membership.

Benefits of Social Media for HAAA Members:

1. Sharing of members' websites, Facebook pages, events, achievements, classes, and other items that promote their art-related work on our site and social media.
2. Share anything of note (art related) briefly during our meetings. Members are encouraged to announce any art related news and accomplishments.
3. Display and promote your art at public events and venues.
4. Network with other local artists at meetings, classes and events.
5. Ability to help promote and encourage art in our community through our volunteer outreach activities.
6. Monthly meetings which host presenters that promote, teach art, or are otherwise art related.
7. School students receive a discounted membership rate.
8. Receive a monthly newsletter with HAAA news and opportunities for members to participate in area art shows and exhibits.
9. Assist with the selection of a talented student to receive an annual scholarship toward advanced art instruction.
10. Announce the availability of sharing display and/or signage for shows from other members.

Hershey Area Art Association Social Media Policy and Guidelines

Social Media Guidelines:

1. Avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive.
2. Nothing overtly sexual, no vulgar language, or political activism. Fine art nudes are acceptable with discretion.
3. On platforms that do not denote who posts content (such as Facebook), the poster must designate their initials at the end of the content beginning with a less-than sign. (ie: <dp)
4. Sharing of members' web sites, Facebook pages, events, achievements, classes, and other items that promote their work on our site and social media is acceptable.
5. Look for local events and notices from venues that have hosted us in the past and share them on our social media.
6. If comments or replies by people replying to the SM team are hostile, do not respond. Contact the SM chair and if necessary the HAAA president for a public response or report to the necessary platform administrators.
7. All content must be art, HAAA-related, or locally significant.
8. Sharing of posts not HAAA-related (or member related) are to be limited to 25% of our posted content .
9. Actively search for local young artists and their events (schools, college, church, etc) to promote on SM to build our community.
10. HAAA website's "News" section shall be updated in accordance to the SM guidelines.
11. HAAA events may be posted in detail when announced and one day before the event. Reminders of the event may be posted between the original announcement and the actual event start date. Reminder posts should not just be a repeat of the previous post but written creatively. Such posts should include the advantages of attendance and/or participation.
12. Keep in mind that your words have influence. The general public, the press, and your peers will be reading every post. Once posted, deletion does not guarantee that your post will not be archived or saved for future review by outsiders.

Hershey Area Art Association Social Media Policy and Guidelines

13. Consider copyright status, legal status, or moral status of each post. Do not infringe on copyright or trademark laws.
14. Coordinate posts with the entire SM team so that duplication does not occur.
15. The board has the discretion to have items removed that they deem are inappropriate; unrelated to art or offensive as stated in these guidelines.
16. Well crafted, informative yet brief posts are preferred.

Social Media Workflow

Workflow is determined by Social Media Chair but will remain flexible to accommodate changes within the Social Media Committee.

1. As contacted by chairpersons, the SM team members are to coordinate and post HAAA-related content.
2. Coordinate the sharing of online content (reposting) with SM Team.
3. Whenever possible, establish a routine for seeking out and sharing outside content.
4. When posting, take advantage of cross-sharing posts using the tools available on that SM platform (ie: when posting from Instagram it gives the ability to share on Facebook simultaneously).
5. When possible, use post scheduling to have content posted when appropriate.

Social media responsibilities of Event Chairpersons:

1. Notify SM team by email of new or approaching events or classes for promotion.
2. Notify SM team of local events or venues that should be promoted by HAAA.
3. If an SM team member is unable to attend an event, the chairperson, or a designate should take photos or short video clips and notify an SM team member that there is content available for posting.
4. Upload the photos/videos to the SM dropbox if they are large, to create an online repository .
5. Include short description of the event went, including name, date, number of artists participating, etc.

Approved July 2019

David Pringle - HAAA Webmaster, Chair Social Media Committee

Kathleen Grim. - HAAA President