

## **Milaca Area Historical Society Social Media Policy**

The MAHS Social Media Policy will support and enhance the MAHS Purpose as stated in Article II of the By-Laws: *The purpose of the society shall be the collection, preservation and dissemination of knowledge about the history of Milaca and the surrounding area, and to relate it to the history of the state of Minnesota.*

The Social Media Committee consists of four members appointed by the MAHS Board, with no fewer than two board members, and must include those responsible for the operation of each Social Media outlet. The Committee shall meet formally once per year or as needed.

The Committee has identified five (5) core values to direct the social media engagement of the MAHS. Those values are: accuracy, community focus, remembrance, responsiveness and sustainability.

- Accuracy means any social media posted from the MAHS is historically and grammatically correct and has been checked for content, credits and copyrights information.
- Community focus will be demonstrated by social media posts that are welcoming to everyone from the casual observer to the serious historian of any age. The posts acknowledge and welcome all aspects of local history.
- Remembrance means respecting the artifacts and the stories so as to preserve and disseminate the history of Milaca and the surrounding area, acknowledging there could be conflicting perspectives.
- Responsiveness is demonstrated by the MAHS staff responding to social media comments and queries in a sustainable but timely manner. Being responsive means exploring multiple outreach opportunities to gather and disseminate our local history. Responsiveness acknowledges that there can be divergent historical perspectives which can create conflict. It is important that the MAHS be accessible to different community groups and different age levels.
- Sustainability reflects the need to work with a limited staff and budget while providing quality interactions, honoring the purpose and core values as stated, and meeting the requirements of MAHS's 501(c)3 status. Assignments and procedures will provide structure and expectations for staff.

Procedures adopted by the Social Media Committee will define how and by whom social media will be used on the MAHS's behalf. References to MAHS "staff" indicate volunteer and/or paid staff working under the direction of the MAHS Board.

Social Media Policy can be amended by Board action.

## **Social Media Policy Procedures**

The Social Media Policy exists to support and enhance the MAHS purpose to collect, preserve and disseminate knowledge about the history of Milaca and the surrounding area, and to relate it to the history of the state of Minnesota. The core values – accuracy, community focus, remembrance, responsiveness and sustainability – as well as the purpose of the MAHS will guide the use of social media.

The Social Media Policy is overseen by the Social Media Committee. The Committee is a standing committee under the direction of the MAHS By-Laws Article VIII. The Board of Directors will appoint four members to the Committee. No less than two shall be board members and must include those monitoring and posting to the social media sites. The president, or in the president's absence the vice-president, shall be an ex-officio member of the Committee. The Committee shall report formally to the MAHS Board at its meeting in January of each year. At that time the MAHS will reappoint or replace the members of the Committee.

The MAHS Board will approve the appointment of staff to carry out Social Media functions upon recommendation of the Committee. The Committee shall meet formally once per year or as needed. The Committee is in charge of all social media activities, deciding which social media to engage in, assigning who is responsible to post and monitor, and setting a schedule. Presently the MAHS social media use includes: mail, telephone, email, a newsletter distributed on paper and digitally, a web page, and Facebook.

### **Social Media Assignments and Schedules**

The MAHS web page will include information about the Milaca Museum, contact and membership information, upcoming general meetings and events, and links, as well as other information approved by the Board. The web page is assigned to the web page administrator. The web page will include information about the Milaca Museum, contact and membership information, upcoming general meetings and events, and links, as well as other information approved by the Board. Updates will be on-going, particularly after the annual January meeting when new officers are in place.

The Facebook (FB) site will post at least once a month, for general meeting information. Special events or interesting historical information promoting the purpose of the MAHS may also be posted as the need arises. Facebook is assigned to the FB administrator. Responses to comments on Facebook will come from the FB administrator so that the MAHS is clearly and accurately represented. The FB administrator may ask a member with expertise on a particular topic to submit a post on Facebook.

Email monitoring is assigned to Board members and those given permission to access it by the Board. Replies to emails, especially questions, are assigned to Board members who can best reply to the question or comment. The person first reading an email shall reply that the question or comment has been received and a reply will be forthcoming. Responses should be

as prompt as possible and not be more than a week from the post. Board members may ask members who have a particular expertise to respond. Email boxes will be created for each MAHS Board member.

The telephone may be answered by Board members or staff working at the Milaca Museum. Any question or comment should be directed to a Board member or staff for appropriate response. Board members may ask members who have a particular expertise to respond.

The telephone answering machine should be monitored at least weekly by a Board member or staff assigned to this task. Inquiries should be acknowledged by a return call within a week and if more time is needed for a complete response, the caller informed.

Persons with inquiries in any form may be invited to come to the Museum to do research. A member with research expertise may be asked to help.

Mail pickup is assigned to one Board or staff member. That person then distributes mail appropriately. Mail distributed to a Board member's box should be picked up at least weekly.

### **Posting on Social Media**

All social media postings and responses must reflect the mission of the MAHS and the core values of the Committee. These three questions should be asked before posting or replying:

- Is the information accurate?
- Does the post or response reflect the values and purpose of the MAHS?
- Does the information pose any harm to the MAHS 501(c)3 status as a non-profit?

It is always advisable to get feedback from others regarding whether a post adequately addresses these questions. In order to support the MAHS purpose and protect the organization's 501(c)3 status, posts should never be politically charged or lobby a certain political issue, nor should they contain personal information or issues. Emergency closings and other emergency information that does not meet the above criteria may be posted.

### **Responding to Comments on Social Media**

The administrator of a social media outlet is responsible for responding to comments. While the administrator may assign posting to staff, the administrator must monitor responses to comments for consistency with the MAHS's purpose and policy.

Negative comments received should be acknowledged. The administrator of the social media outlet has the responsibility of responding. Along with acknowledging the negative comment, "your comment has been taken to the Board" is sufficient; suggestions may be made for resolution. The administrator may ask for Board help in deciding how to respond or considering taking down the comment from the site.

Inaccurate information posted may be a reflection of differing perspectives. When responding to inaccurate information consider the source. If responding with information that differs from that posted, the post in question should be cited.

Positive comments posted should also be acknowledged by the person assigned to the outlet with a “thank you” and depending on the post, a reply. Board members may be consulted. Questions should be acknowledged with a response that a reply will be coming soon depending on volunteer schedules and time needed. The questioner could be invited into the museum to research their query with assistance from a member.

### **Copyright and Attribution**

Photographs of identifiable people should only be posted with their permission. If a copyrighted photograph is posted, it must be with permission. The MAHS will not tag names on photos or videos in any social media if permission is not granted. Membership lists may be posted, but not contact information regarding members. If photographs are very old and past copyright dates, acknowledgment of their source would be appropriate. Digitized materials before 1926 are free to use without permission but the sources of materials should be noted whenever possible.

Images, footage and other content reproduced from the collections of the Milaca Area Historical Society are for viewing, research and personal use only. Permission for commercial use or for any publication, manipulation, display or distribution must be granted in advance by the Milaca Area Historical Society.

Any MAHS photographs or articles reposted should acknowledge credit to the MAHS for the content. The MAHS will likewise give credit for all photographs and articles it posts.

The Committee member assigned to the outlet will monitor the attribution of materials for that site.

If the Social Media Committee or the Board decides that a social media outlet cannot be sustained by the existing workforce, that outlet may be eliminated. An outlet could also be eliminated if it threatens the 501(c)3 status of the MAHS.

Date adopted: