



The Benevolent and Protective Order of Elks

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Membership Toolkit: Social Media Guidelines

Some helpful disclaimers for your Lodge social media

By RICK GATHEN, *Membership and Public Relations Manager*

Please consider using the following social media disclaimer for your Lodge:

We reserve the right to remove comments and or materials from the Elks Lodge social media when those comments:

- are hateful or mean-spirited.
- are potentially libelous, obscene, or sexually explicit.
- are personal attacks, or involve profanity or insults.
- are private or public information published without Lodge consent.
- violate any law or promote the violation of any law.
- contribute to or encourage discrimination or harassment.
- display photos of Members drinking or smoking, or considered harmful to the Elks' image and reputation.
- **contain the names of minors.**
- divulge Lodge business that may violate your Obligation.
- are not positive and informative.

We reserve the right to terminate someone's ability to post when any of the aforementioned has been posted.

- **Don't** dive in head first. Social media beginners should focus on a few things and do them well.
- **Don't** accept non-Members as friends.
- **Don't** post photos of members drinking or smoking.
- **Don't** post photos that may be "harmful" to the Elks image and reputation.
- **Don't** post names of children.
- **Don't** post Lodge business that would be in violation of your Obligation.

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