



Communications Policy for External Online Communications

The League of Women Voters of Massachusetts (LWVMA) uses a variety of communications tools, including newsletters, email, webinars, and social media, for the purposes of fundraising, event promotion, advocacy, league management, voter education and engagement, and sharing news in general. These tools are used to communicate and engage with League members, donors, coalition members, partners, and the general public. The following guidelines describe our overall policy and approach to external online communications.

Every communication, whether internal (for members) or external (partners and general public) should have a clear purpose and an understanding of the audience's needs. Each communication should strive for clarity and succinctness, and be factual and valuable to the reader.

The Executive Director designates who is authorized to post on behalf of the League of Women Voters of Massachusetts, and anyone so authorized agrees to follow this policy.

1. **Respect the League's non-partisanship.** Do not post or engage in communications that show support of or opposition to any political party or candidate.
2. **Add value.** Make sure the content you create is relevant, informed, and factually correct. Provide worthwhile information and perspective. What you publish reflects on the LWVMA brand.
3. **Respect copyright and fair use laws.** Show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including LWVMA's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always

attribute the work to the original source. It is good general practice to link to others' work rather than reproduce it.

4. **Be aware of your association with the LWVMA online.** If you identify yourself in a League role, ensure that the content you share is consistent with how you wish to present yourself or the League to our stakeholders.
5. **Be transparent and honest.** Do not blog anonymously, using pseudonyms or false screen names. Use your real name, be clear about who you are, and identify that you are a member of the League. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, say so. Don't alter previous posts without indicating that you have done so.
6. **Admit mistakes.** Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as a defamatory comment about them), deal with it quickly and appropriately.
7. **Respect your audience and the LWVMA.** Our audience(s) reflect a diverse set of customs, values, and points of view. Don't say anything contradictory or in conflict with the LWVMA website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of LWVMA.
8. **Do not post, access or engage with any material that is inappropriate or illegal.** This includes posts, links, photos, GIFs and emojis that are insulting,

threatening, discriminatory, bullying, embarrassing, of a sexual nature, obscene, defamatory, profane, or fraudulent.