



# Pima County Genealogy Society

## Social Media Policy

### Introduction

To contribute to the long-term viability of the Pima County Genealogy Society (PCGS), the society uses social media to provide information to existing members, to attract new members, and to build an online presence. Through the society's website ([azpimagensoc.org](http://azpimagensoc.org)) and various social media platforms, PCGS aims to raise awareness of the society's activities among members and others in the genealogy community, as well as among residents in the greater Tucson area.

### Objectives

The objectives of PCGS' social media presence are to:

- Provide information to our membership;
- Promote the society and build presence in the community;
- Grow membership.

### Content

PCGS uses social media to:

- Promote PCGS events;
- Provide an opportunity for dialogue with/between users;
- Highlight content on its website; and
- Provide resources of interest to the membership.

Posts will be about PCGS activities, general and local history, genealogical research, U.S. and international genealogy resources.

Content not produced by PCGS should be from trusted sources that will help engage our audience and establish PCGS as a go-to resource.

Posts and responses to comments made by users must be timely, professional, polite, and friendly. Any comment, response or post that could be interpreted as a slur, or as demeaning or inflammatory must be avoided. Copyright must be respected. Moderators reserve the right to delete anything that does not meet these requirements.

### Access to Accounts

Granting any type of access to the society social media accounts remains the responsibility of the Board.

### Conflict of Interest

Those with access to the PCGS accounts must take care to avoid situations where they could personally benefit, or could be seen to be in a position to personally benefit, from their involvement.

Individuals, on recognizing (or being informed of) a potential conflict of interest situation, must be prepared to explain the matter in writing to PCGS' Board of Directors and to take the necessary steps to remove themselves from the situation. If the matter is not resolved to the satisfaction of the Board, the individual's account access will be removed.

Examples of Conflict of Interest:

- Promoting an event where the person doing the promotion will benefit financially or by reputation; and
- Promoting a company or website, whether directly or indirectly, that the promoter has either created or is associated with.

### **Monitoring, Feedback and Evaluation**

Responsibility for metrics monitoring can be shared by the Publicity Chair, Web Manager, and Blogger, or anyone delegated by the Board.

Questions of an operational nature can be answered by anyone who has access to the accounts, with a note to the Publicity Chair or designee (to gauge interest, types of questions being asked, etc.).

Feedback, questions, and criticisms will be managed by the Publicity Chair or designee, who will work with the President and others to craft an appropriate response.

The different social media platforms will be evaluated as needed in order to optimize their use.

### **Expenditures**

All costs associated with the website and social media platforms are reported to the Treasurer and overseen by the Board of Directors.

### **Changes to Policy**

The social media policy will be reviewed by the Board and updated as needed.

Reviewed and approved by the Board August 4, 2018.