

# **[Lodge Name] Social Media Policy**

## **Effective Date:**

[Insert Date]

## **Approved By:**

[Worshipful Master / Lodge Committee]

## **Reviewed:**

Annually or as needed

## **1. Purpose**

The purpose of this policy is to provide guidance for the safe, respectful, and effective use of social media by [Lodge Name]. Social media is a powerful tool that can be used to enhance communication with members, promote lodge activities, and raise public awareness of Freemasonry. This policy aims to ensure that our online presence reflects the values, dignity, and integrity of the Craft.

## **2. Scope**

This policy applies to all members of [Lodge Name] who contribute to, manage, or appear in social media content on behalf of the lodge across platforms such as (but not limited to): Facebook, Instagram, Twitter/X, YouTube, LinkedIn, and lodge websites or blogs.

## **3. Roles and Responsibilities**

**Social Media Officer (or Team):** A designated Brother or committee responsible for managing lodge social media accounts, approving content, responding to public queries, and monitoring interactions.

**Lodge Members:** Members are encouraged to support and share lodge content responsibly. Personal posts referencing the lodge or Freemasonry should be respectful, accurate, and align with Masonic values.

## **4. Content Guidelines**

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All content posted on lodge social media accounts must:

- Be respectful, accurate, and consistent with Masonic principles.
- Avoid sharing ritual content or sensitive/private information.
- Highlight lodge events, charitable work, educational topics, and community engagement.
- Be approved by the Social Media Officer if created by another member.
- Feature individuals only with their consent (especially in photographs or videos).
- Use correct spelling, grammar, and tone.

## **5. Comment Moderation**

Public interaction is welcomed, but the following are not permitted and will be removed:

- Abusive, defamatory, or threatening language
- Political or religious debate
- Promotion of non-Masonic businesses or unrelated causes
- Repeated trolling or off-topic comments

The Social Media Officer reserves the right to ban users who consistently violate these standards.

## **6. Privacy and Security**

- Lodge-specific announcements (e.g., meeting times or internal communications) should be shared only on private or members-only channels.
- Avoid tagging individuals unless permission is granted.
- Personal data (e.g., contact details of members) must not be shared publicly.

## **7. Crisis and Escalation**

In the event of negative publicity, misinformation, or external attacks on social media:

- Do not respond publicly without consulting the Lodge Secretary or Worshipful Master.
- Report the incident to Grand Lodge communications or public relations teams if necessary.
- Document the interaction for records.

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## **8. Policy Breaches**

Any breaches of this policy may result in:

- Removal of offending content
- Revocation of posting privileges
- Lodge disciplinary action if necessary

## **9. Policy Review**

This policy shall be reviewed annually or in response to major incidents or platform changes.

## **10. Contact**

For questions or concerns regarding social media, contact:

[Name, Title]

Email: lodge@example.com

Phone: [Insert Number]

By maintaining a thoughtful and professional online presence, [Lodge Name] upholds the values of Freemasonry while embracing the opportunities of the modern digital world.