



To all my Aerie family, please let me take a few minutes of your time to talk about a subject that has been brought to my attention: Social Media Etiquette.

Facebook is a great tool for us. It allows us to get the word out about our great organization and post upcoming events. We can share, with both the public and our friends, who we are, what we are about and what we are doing. On that same note, Facebook can also become a negative platform.

Posting negative comments about the Aerie organization, events, or members, is NOT WHO WE ARE OR WHAT WE ARE ABOUT. Disparaging another Eagle or the organization will not be tolerated.

"If I cannot speak well of an Eagle; I will not speak ill of him."

I have included the Social Media Guidelines from the Grand Aerie; these Guidelines are not new and most of you have already seen them and are following them. We will require ALL Aerie members to follow these guidelines. I have appointed a Social Media Committee, which has already been in place and is working extremely hard to keep us updated and going strong. Not only will they help maintain everything, but they will also serve as Aerie moderators.

Past Worthy President, Bill Singleton

Aerie Worthy Chaplin, Kevin Bowser

Past Madam President, Kate Pooley

Trustee, Angela Morad

Past Madam President, Regina Ruark

As members of our Great Fraternity if you see or read something that you feel is inappropriate, or disparaging to a member or our fraternity, please contact me or one of our committee members. They will review the reported post/statement. With a majority vote, they will decide, to allow the post, statement, or photos to remain or to remove them.

Guideline for violations will be as follows:

1st violation will be a written warning.

2nd violation will be a 30-day suspension from the platform.

3rd violation (as a fan of baseball, third strike and YOU'RE OUT!) will be a suspension from the Aerie site indefinitely.

If you have any questions, suggestions or just information concerning the above, please contact me or any of the committee members.

Lastly, as you know, there is a time and place designated for you to vent your frustration or voice your opinion of a member or an Aerie rule or decision. That place is called the 'Good of the Order', or the 'Good of the Auxiliary' and it occurs during every Aerie and Auxiliary session. Please use it as intended and keep your Social Media posts positive and supportive.

Thank you for your time.

Your Worthy President Perry Pearson

Grand Aerie Social Media Guidelines

The Grand Aerie encourages local, regional, district, state aeries and auxiliaries, and clubs-within-a-club to use any tool available to increase membership, communicate with members and potential members, fundraise, and increase positive exposure. To that end, social media sites such as You Tube, Myspace, Twitter, and Facebook and others should be embraced and used with the guidelines set by the Grand Aerie. Social media sites allow you to connect to members and potential members in a very interactive way. The sites allow you to share video, post information, show pictures, promote your Aerie and F.O.E. charities, receive feedback, and best of all, network.

As with anything, we need to take some precautions when using social media tools connected with our organization. The same resources that make social media attractive are also the same elements that can injure the perception of the Fraternal Order of Eagles.

The following social media guidelines are for any internet based, unofficial Fraternal Order of Eagles site or otherwise related online unofficial internet-based element to The Fraternal Order of Eagles. If you build a website not using the CMS tools, create a Facebook, My Space or other site/page and use any Fraternal Order of Eagles logo or related image or name your page/site as the resource of information for your

aerie/auxiliary or other entity of the Fraternal Order of Eagles, you have created an unofficial internet-based element and must comply with the following guidelines. These guidelines are recommended and will be enforced by the Grand Aerie Fraternal Order of Eagles.

EVERYTHING IS PUBLIC

Assume that everything you post will be seen by everybody, even if your account or post is private. Your posts should not contain content that would paint the Fraternal Order of Eagles in a harsh light.

Posts Should Not Include:

Disparaging comments

Copyrighted material that you do not own

Anything of a sexual nature

The use or promotion of controlled substances (liquor, cigarettes, illegal drugs, etc.)

Third party advertisements

Personal contact information (do not include personal information about a member, such as address or telephone, without permission)

If everything you post will be seen by everybody, then this gives you a great opportunity to market your Aerie/Auxiliary to everyone. To make the most of this opportunity, make sure your posts are frequent, informative, convey a positive attitude, and use family friendly language.

Posts Can Include:

Photos of previous events

News

Event promotions

Aerie/Auxiliary contact information

Operating hours (if applicable)

FRIENDS AND CONTACTS

Some social networking sites allow you to keep a list of friends or contacts. Each of these friends also keeps a page of their own. When you choose your friends, be sure to check on what their pages contain. If they contain any questionable material, it may reflect back to you.

EVER VIGILANT

Social media sites allow people to reply to you in many public ways. Negative feedback is as expected and should be as embraced as positive feedback. However derogatory comments and spam (advertisements) will often find its way to your site. Be sure to remove any of these comments as soon as possible. Also be aware of who is making these posts and consider removing them from your contact/friend list, banning, or reporting them. To do this you will need to keep a good eye on your account. If you cannot, you are probably better off not having an account.

FOLLOW THE RULES

Each social media site you use has its own rules. These are traditionally known as a Terms of Use Agreement. Most sites place a link to this document at the bottom of their home page. Read it. Follow it. The last thing you want is to have your Aerie/Auxiliary banned or have a social media site own your content.

Overall keep your site family friendly and positive. Share your events, share all the good things about your Aerie/Auxiliary, reach out to potential members, and promote our charities.

The Grand Aerie reserves the right to question any content, posting, video, photos, friend approval or other information on any site that is directly connected to any entity of the Fraternal Order of Eagles. If your group does not want to be subject to Grand Aerie authority on any social networking pages, do not include any logo, naming, wording, etc. that is any way connected to the Fraternal Order of Eagles.