

Social Media Standard Operating Procedures (SOP)

Definition of Social Media- For the purposes of this SOP, social media should be understood to include any website or forum that allows for the open communication on the internet including, but not limited to:

- Social Networking Sites (LinkedIn, Facebook, Google Group, etc.)
- Micro-blogging Sites (Twitter);
- Blogs (should be corporate only)
- Online Encyclopedias (Wikipedia)
- Video and photo-sharing websites (YouTube; Flickr, etc.)

Creating your Chapter's Social Media site - The site should be created as an organization page; be it non-profit or community, etc... that people can like or follow. It should NOT be created as an individual that can send or receive friend requests. An individual page is not able to create administrators as can an organization page.

Naming your Chapters Social Media site - All Chapter Sites MUST be named **ABATE of Florida, Inc. (Chapter Name)**. This serves two purposes, 1. Each Chapter is an extension of the Corporation. And 2. When a user is doing a search for a particular chapter, they simply type "ABATE" into the search and all of the Chapter names will be an option to choose from.

If your chapter currently has a Social Media Site and it is NOT in keeping with this requirement, the Chapter MUST rename the site.

Describing your Chapters Social Media Site - Most Social Media outlets allow the Administrator to setup a description of the Site. The following is an example of how the site should be described to the viewer:

About

Serving (your area here), ABATE of Florida, Inc. (Chapter Name) is a non-profit motorcycle organization protecting your rights on the road.

Mission

ABATE of Florida, Inc. consists of people from all walks of life, and works with the general public and government to improve the safety of our roads for ALL motorcyclists, as well as educating the non-riding public on ways to safely share the roads with motorcyclists. All efforts are accomplished on a volunteer basis.

Organizational Goal

Improve local and state awareness by significantly increasing our message in hopes of reducing accidents and injury to people using the road

Focus

- 1) *Awareness - improve visibility and safety for all motorcyclists on the road*
- 2) *Legislation - educate local legislative representatives on who we are, what we are about and our interest in supporting certain bills and ordinances that relate to our mission*
- 3) *Membership - considerably increase the number of people involved with the organization so to increase the reach of our mission*

Social Media Administrators - Chapters shall name two (2) administrators for Chapter sites. It is understood that ONE (1) of the Administrators shall be the State PR/Communications Trustee. This person will have full access to any/all chapter Social Media Sites (This is done by the State PR/Communications Trustee first “liking” the Chapter page and the Chapter Administrator will then add the State PR/Communications Trustee as a page administrator under “Page Roles” under settings.) The Chapter Board of Directors will appoint a Chapter Board Member to be Chapter site Administrator. The Administrator will be held responsible for following this S.O.P. and for ALL Chapter site postings, including pictures, articles and comments. The State PR/Communications Trustee has the right to remove any post they feel inappropriate or not in keeping with this S.O.P Social Media Agreement Form - Each Chapter agrees to the following, prior to any Media Page being established. No one may sign a contract on behalf of Abate of Florida Inc. All contracts and agreement must go to the State Board for approval.

1. Any Chapter President, whose chapter has any Social Media Page, MUST acknowledge and sign the required form prior to any Social Media Page being established. This form MUST be sent to the State Office to be kept on file. The Social Media / Website Agreement Form can be found on our State website under 2021 forms at www.abatefloridainc.com
2. Each Chapter having any Social Media or Websites, MUST re-new and re-submit the Social Media Agreement Form yearly, in June, after Chapter Elections take place. This form MUST be re-sent to the State Office to be kept on file and must be updated any time during the year if there is any changes.
3. Each Chapter must submit login and passwords or security codes along with the Agreement. If in the event such passwords or security codes change, the new passwords or security codes must be resubmitted. This information needs to remain current.
This form MUST be re-sent to the State Office to be kept on file.
4. Each Chapter having any Social Media Page MUST include the name of the site administrator and their signature. If in the event this information changes, for any reason, a new form MUST be filled out and returned to the State Office to be kept on file. You must add the state to all social media as an administrator. Questions please contact state pr or state office.

Think Before Posting - Chapter Administrators should think carefully before posting online, because most online social platforms are open for all to see. Despite privacy policies, Chapters cannot always be sure who will view, share or archive the information that is posted. Before posting anything, Chapter Administrators should remember that they are responsible for what is posted online. Administrators should carefully consider the risks and rewards with respect to each posting. Administrators should remember that any conduct, online or otherwise, that negatively or adversely impacts ABATE of Florida, Inc.’s Goals and Purposes, the reputation of the Organization, or the prevention the Organization from moving forward, in a positive manner, or with its legitimate business interests, may result in disciplinary action, up to and including deletion of the Chapter Social Media Site. ***If Administrators have any doubt about what to post online, it is probably better not to post, since once something is placed in cyberspace, it is often difficult to retract the information.*** Administrators should use their best judgment and exercise personal responsibility when posting to any social media websites. When in doubt about what/if to post, contact the State Board of Director named on your Media Site for their input.

Using Social Media as a Positive Tool - Social Media Sites can reach a vast number of readers. Using your Chapter Site to reach your Chapters Membership is what the goal of your site should be. Once your site has been approved, contact your membership to inform them of the site. Encourage them to “Like” or “Subscribe” to the page. Let them know that the site is another tool for information regarding ABATE of Florida, Inc. as a whole and what is happening within their Chapter.

Posting Guidelines

The following Guidelines for Chapter Site posting MUST be adhered to:

- **Do Not Post Confidential Information** - This pertains to Chapter Membership and Chapter finances.
- **Be Mindful of Copyright and Intellectual Property Laws** - Basically, if you do not own it, or did not write it, you MUST get written permission to post it.
- **Act Appropriately** - The Chapter Site is NOT a personal page. As Administrator, the Chapter is a reflection of you and what you post. ABATE of Florida, Inc. related information should be the ONLY thing being posted to your site, whether that be a legislative update, a Chapter event, helping a “sister chapter” promote their event, helping out a member through Social Media, etc.
- **Be Respectful** - Online tone can be interpreted in different ways by readers. Administrators should not engage in any online conduct that would not be acceptable or appropriate, including derogatory or discriminatory remarks, threats, intimidation, harassment, insults, slander, defamation or pornography. When posting anything online, Administrators should always be fair and respectful to those who are reading and posting to your site. Administrators should demonstrate respect for the privacy of others when using any statements, photographs, video or audio that may be viewed as malicious, obscene, threatening, harassing or abusive to anyone.
- **Posting of Pictures and Videos** - Administrators MUST NOT post offensive postings that may create a hostile and abusive environment based on race, sex, religion or any other protected class. This includes pictures and videos.
- **Be Accurate and Honest** - Administrators should always be accurate and honest in posting any news or information to social media and quickly correct any mistakes or errors. Administrators MUST NOT post any information which is known to be false about ABATE of Florida, Inc. or any Chapter of ABATE of Florida, Inc. Any news article being posted must first be sent to the State Public Relations Trustee for review and approval for posting.
- **Social Media is NOT Craig’s List** - NO SELLING of any property or materials will be permitted on ANY Chapter Social Media Site.
- **Legal Liability** - Administrators and Chapters can be legally liable for what is written or posted online please avoid profanity. ABATE of Florida, Inc. also reserves the right to delete a Chapters Social Media Page and prohibit them from creating one in the future for any commentary, content or images that are pornographic, harassing, and libelous or for anything that creates a hostile environment based on race, sex, religion or any other protected class.
- One person per form to ensure the correct information is given to your trustee.

ABATE of Florida, Inc.
Social Media /Website Chapter Agreement Form

Please PRINT all information

I _____, President of _____ Chapter of ABATE of Florida, Inc., do acknowledge that I have read the Social Media and or Website Standard Operating Procedure (SOP), and do agree to the terms and condition of the SOP.

As President of my Chapter, I do hereby appoint _____ to be the Administrator of our Chapters Social Media Page, / Website which we have decided will be located on : Passwords and usernames for the pages must be filled out .

- Facebook User Name _____ Password _____
- Twitter User Name _____ Password _____
- Instagram User Name _____ Password _____
- Website User Namre _____ Password _____
- Website Host _____

In keeping with the Social Media / Website Standard Operating Procedure, the Chapter Administrator will add the State PR/Communications Trustee as a page administrator.

I understand that if any of this information or appointed Administrator should change, or become no longer applicable, I MUST re-submit this form with updated information and send it to the State Office to be kept on file.

I also understand that I MUST re-submit this completed form every year, in June, after Chapter elections, regardless of any changes.

By my signature, and the signature of the appointed Administrator, we acknowledge the terms and conditions of the Standard Operating Procedure, and will do our best to uphold them.

President's Printed Name

President's Signature

Date

Administrator's Printed Name

Administrator's Signature

Date