

# ESTHER FUNDS FOUNDATION, INC

## Electronic & Social Media Communications Policy

*Effective Date: April 18, 2025*



## **Policy Statement**

This policy outlines the proper use of electronic and social media communications by national leaders, collegiate chapter leaders, ambassadors, members, volunteers, and third-party affiliates of Esther Funds Foundation ("EFF"). It covers official and personal social media use as it relates to EFF branding, program communications, and online representation.

This policy applies to all forms of digital communication, including but not limited to social media platforms (e.g., Instagram, TikTok, YouTube), text messaging, group chats, video conferencing tools, email, and all online interactions related to EFF business. Violations of this policy may result in disciplinary action, including loss of leadership position, removal from chapter affiliation, or legal consequences as governed by the EFF National Constitution and Code of Conduct.

## **Definitions**

- **Electronic Communications:** Any digital communication including emails, texts, chats, and video calls.
- **Social Media Channels:** Public and private platforms where EFF content or affiliation is represented.
- **EFF-Affiliated Accounts:** Any digital account operated on behalf of EFF nationally or at the chapter level.
- **Personal Accounts:** Social media accounts where individuals identify as affiliated with EFF.
- **Official EFF Information:** Logos, branding, programming, or internal communication related to EFF's work.
- **External Content:** Content created or shared that mentions EFF but is not published directly by the Foundation.

## **General Rules**

1. **EFF Content Ownership:** All branding, captions, content, and designs made for EFF—whether national or chapter—are the intellectual property of Esther Funds Foundation and may not be reproduced, sold, or reused without permission.
2. **Authorized Representation:** Only approved individuals may represent EFF on external communications or social media posts.
3. **Messaging Conduct:** Posts must align with the mission, faith-based values, and integrity of EFF. Vulgarity, gossip, personal disputes, political endorsements, or behavior contradicting Christian ethics are not permitted.

4. Inappropriate Content: No personal rants, spiritual slander, trauma dumping, or argumentative threads should be associated with EFF accounts or personal bios tied to EFF.

### **Establishing Official Social Media Accounts**

- Chapters and ambassadors must request approval before creating any EFF-branded social media account.
- All usernames, bios, and posts must reflect the Foundation's full name, chapter name, and branding format.
- Access must be shared with the Chapter Advisor and National Headquarters at all times.

### **Personal Use & Disclaimers**

If you mention EFF or identify yourself as affiliated:

- Include the disclaimer: *"The opinions shared are my own and do not represent Esther Funds Foundation."*
- Do not leak upcoming projects or speak on behalf of the organization without clearance.
- Avoid pseudonyms that obscure your identity when discussing EFF-related topics.

### **Copyright & Media Permissions**

- Do not use music, images, or video footage that is copyrighted without license.
- Use only EFF-approved logos, graphics, and photos.
- Obtain written or digital consent before posting photos or videos of members or students.

### **Disciplinary Action & Reporting**

**Violations of this policy include:**

- Posting private chapter business, leadership disputes, or faith-based disagreements
- Creating fake EFF accounts or impersonating leadership
- Promoting or advertising unapproved fundraisers

**Consequences include:**

- Social media access revoked
- Leadership removal
- Permanent disassociation from EFF
- Legal consequences if defamation, impersonation, or brand misuse occurs

Reports can be submitted confidentially to [info@estherfundsfoundation.org](mailto:info@estherfundsfoundation.org) or through the chapter incident report form.

## **Communication & Legal Considerations**

- Anything said online—even personally—can be used in court if related to defamation, harassment, or false representation.
- Members who misrepresent EFF online may face legal recourse under trademark and nonprofit governance laws.
- Lawsuits involving negative content, screenshots, or messaging may cite leadership positions and publicly available affiliation.

## **Scenario Guidance**

### **Scenario 1: Online Criticism**

If you respond to a negative post about EFF or a related event:

- Use facts, not emotion
- Link to EFF’s website or invite the person to reach out for clarification
- Refrain from hostile or defensive commentary

### **Scenario 2: Sharing Political Opinions**

You may share your views, but must not tie them to EFF. Use disclaimers and avoid affiliating your personal stance with the Foundation’s brand.

## **Final Reminders**

- You are always a representative of EFF if your affiliation is public.
- Private posts can still be screenshot and shared publicly.
- Speak with grace, protect the mission, and avoid compromising your witness.

 **Contact: [info@estherfundsfoundation.org](mailto:info@estherfundsfoundation.org)**

 **[www.estherfundsfoundation.org](http://www.estherfundsfoundation.org)**

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