

American Legion Auxiliary
NATIONAL POLICY
ELECTRONIC COMMUNICATIONS,
INTERNET, AND SOCIAL MEDIA POLICY

Reviewed by: National Audit Committee Reviewed On: 2/3/2018
Approving Body: National Executive Committee Date Approved: 2/24/2018 **Next Review Date:** Winter 2020

Policy Statement

It is the policy of the American Legion Auxiliary (ALA), a national public benefit 501 (c) (19) not-for-profit Veterans Service Organization Auxiliary headquartered in Indianapolis, Indiana, to have requirements and standards in place for communication conveyed electronically under the auspices of American Legion Auxiliary, including via the Internet and social media, that protect the name and trademarks of the American Legion Auxiliary and the reputation of the organization at all levels – national, department, intermediate body, unit, subsidiary, and member.

The American Legion Auxiliary encourages and promotes participation in electronic communications, social media, and Internet representation of the ALA in an ethical manner that increases awareness about the American Legion Auxiliary and that positively represents the American Legion Auxiliary brand and The American Legion Family brand.

The purpose of this policy is to provide guidance to protect the members, entities, name, emblem, and trademarks of the American Legion Auxiliary. To this purpose, this policy a) specifies the permissions, and administrative rights required for using the name and trademarks of the American Legion Auxiliary on electronic communications, websites, and social media accounts, blogs and other emerging forms of electronic communications; and b) defines the parameters, monitoring, sanctions, and expectations for using electronic means of communications, including websites and social media, to enhance mission outreach and the reputation of the organization at all levels through appropriate use of message content and delivery. References to social media accounts in this policy include but are not limited to Facebook, Twitter, YouTube, Instagram, Pinterest, and LinkedIn.

Policy compliance shall be in accordance with applicable patent, trademark, and copyright laws. The policies herein apply to all levels of the organization, from the national level to individual members.

Policies

Permissions

- In accordance with the provisions contained within this policy, an entity chartered by the ALA already has permission to use the name, emblem, and trademarks of the American Legion Auxiliary and may use the name, emblem, trademarks to establish a presence on the Internet, in social media, and other electronic communication, including but not limited to websites, Internet-based tools, accounts, Facebook pages and groups, Twitter accounts, and mobile device applications.

- Departments, department-authorized intermediate bodies, and units have approval to use the name American Legion Auxiliary, the emblem, and ALA trademarks on electronic-based communications by and from the department, department-authorized intermediate body, and unit. Therefore, in accordance with this policy, approval to use the name, emblem and trademarks of the ALA is deemed granted to departments and units as chartered entities of the ALA and to department-authorized intermediate bodies and subsidiaries, and no additional approval from the National organization is required.

Administrative Rights

- All national-level Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary must have shared administrative rights with ALA National Headquarters. Such national accounts include those established and administered by national officers, National Executive Committeewomen, national governing board members, national subsidiaries, national chairmen and national committee members.
- All department-level, intermediate-body level, unit level, and department and unit subsidiary Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary are advised to have more than one ALA entity representative with administrative rights and/or login information.
- All Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary must obey the Terms of Service of any social media platform employed.
- Departments and units that share websites and other electronic media with their American Legion counterparts are advised to establish policies regarding permissions and shared administrative rights.

Content

- Websites, electronic communications, Internet-based accounts, electronic blogs, and social media accounts must clearly, accurately, and completely identify the ALA entity represented; e.g. American Legion Auxiliary department, intermediate body, unit, subsidiary, program.
- Information posted or conveyed electronically via Internet-based accounts must be relevant to the ALA entity and its programs and must safeguard the integrity of the ALA and the privacy of individuals in keeping with all applicable federal, state, and local laws and regulations.
- Content considered relevant under this policy includes proper and suitable postings about members, ALA meetings, ALA mission-related programming events and fundraising activities, and events or fundraisers that benefit the American Legion Auxiliary.
- Content communicated via Internet-based accounts, social media, websites, and electronic blogs cannot divulge private information about an individual, including a person's contact information or medical information. Posting private information about others can be a criminal offense.
- Any ALA entity representative or individual communicating about ALA-related matters via Internet-based accounts, social media, websites, and electronic blogs must respect and abide by all relevant laws, including copyright and defamation laws. An ALA entity representative or individual is personally responsible for any content so published, regardless of whether or not the message was posted under the intention of anonymity.

- Any ALA entity representative or individual communicating about ALA-related matters via Internet-based accounts, social media, websites, and electronic blogs is responsible for understanding that, once published, content is immediately public and considered permanently available to others; an entity representative or individual may be held responsible for any consequences thereof.
- The promotion or conducting of charity gaming via social media, websites, and electronic blogs is prohibited in many states; state laws prevail, and individuals posting information representing the ALA are responsible for knowing and abiding by all applicable charity gaming laws and government regulations.
- ALA Internet-based accounts, websites, electronic communications, blogs, and social media cannot be used to convey information in support of political parties, political candidates, or sectarian viewpoints; the American Legion Auxiliary is a non-partisan and non-sectarian organization.
- Administrators of ALA websites, electronic communications, Internet-based accounts, blogs and social media accounts are forbidden from using ALA accounts to promote personal projects, goals or interests outside of ALA programs and business.

Monitoring

- The ALA will publish within the *American Legion Auxiliary Branding Guide* appropriate protocols for establishing American Legion Auxiliary social media and Web presence in keeping with applicable laws, government regulations, and industry best practices.
- The ALA will reasonably monitor electronic communications that represent the ALA for threatening or dangerous content, and the electronic media account administrator reserves the authority to remove postings that violate laws, regulations, or ALA policy.
- The ALA will maintain appropriate records of utilization in accordance with applicable laws, government regulations, and industry best practices.

Sanctions

- Any electronic, Internet-based, website or social media presence using the name, emblem, or trademarks of American Legion Auxiliary that fails to comply with this policy is prohibited. Any cost for enforcement of laws or judgments relative to this policy shall be sought from the offending entity or individual representative.

Guidelines

- The American Legion Auxiliary National organization will publish and maintain current guidelines within the *American Legion Auxiliary Branding Guide* that include appropriate protocols regarding establishing and conducting American Legion Auxiliary social media and Web presence in keeping with applicable laws, government regulations, and industry best practices.
- ALA electronic media guidelines will address appropriate participation in electronic communications, social media, and Internet representation of the American Legion Auxiliary, both personally as well as when one is acting in an official capacity on behalf of the ALA.
- Guidelines will reflect and promote the importance of the ALA's role and opportunities in social media and Internet communities for conveying the organization's identity – the world's largest women's patriotic service organization – and the organization's mission and relevance – to serve United States veterans, military, and their families at home and abroad.

- Guidelines will reflect the importance of ALA members and entities joining in conversations that take place online about the American Legion Auxiliary, and that entities and members have an ethical responsibility to ensure such online conversations accurately represent the ALA and share the positive spirit of the ALA and Legion Family brand so that the American Legion Auxiliary can fulfill its mission for future generations.
- The *American Legion Auxiliary Branding Guide* will include details regarding usage of the American Legion Auxiliary emblem, name, and trademarks, and written and design elements reflecting same.
- The *American Legion Auxiliary Branding Guide* will be maintained for free download to members at the ALA national website www.ALAforVeterans.org.

Addendum

Policy Background and Rationale

With an ever-increasing move from traditional media to electronic platforms, many organizations and individuals are turning to social media for word-of-mouth communication and marketing because of its ease of use and instantaneous results. Because of the tremendous growth in Internet-based communication media, countless conversations take place online daily about the American Legion Auxiliary (ALA). We want and encourage our organization's members and entities to join those conversations, accurately representing our organization and sharing the positive spirit of our brand so that the American Legion Auxiliary is here to fulfill our mission for future generations.

This electronic media policy is intended to guide your participation in electronic communications, social media, and Internet representation of the American Legion Auxiliary, both personally as well as when you are acting in an official capacity on behalf of the ALA. This policy was developed collaboratively with representatives of The American Legion and Counsel General. The purpose of this policy is simply to protect the organization as well as the individuals who are using electronic media to increase awareness about the value of the ALA.

In keeping with the vision of the American Legion Auxiliary 2019-20 Strategic Centennial Plan, it is critical we always remember **who we are** – the world's largest women's patriotic service organization, and that **what we do** – serve veterans, the military, and their families, can be enhanced greatly by sharing **why we matter** through responsible engagement in social media and Internet communities.

To grow and strengthen our entire organization, the ALA needs to take advantage of the fact that more people are communicating via websites and social media, and we want the ALA's electronic presence to be fun and up to the highest standards. It is important we develop and maintain a cohesive, true and proper American Legion Auxiliary image. This policy is about caring for our brand and our reputation; it is for everyone's protection – individual members as well as the organization.

If you have any questions about this policy, please contact the ALA National Headquarters Communications Division at (317) 569-4500, ALAHQ@ALAforVeterans.org, or 3450 Founders Road, Indianapolis, IN 46268.