

## **Article 10: Public Media Relations**

### **Section 1.1 Purposes of this Article**

This article is intended to restrict and guide public relations by, for, or of the organization in print, online, digital, and other media, but in most cases enforcement of this article will be subject to the board of directors and higher management of the organization. It is not intended as a strict rule book, but more as a set of guidelines that will outline how our organization will interact with our volunteers, members, the public, and organizational entities. Any acts by the board, must however be based in case by case decisions off of this article 10 of the Trans\* Youth Channel bylaws, the articles of incorporation, and any state or federal law or by what research, or other guidelines the board seems suitable and fair.

In the next several sections Trans\* Youth Channel will outline general guidelines, values, restrictions, and allowances to public relations in traditional media, print media, and in online social media. It will then provide further considerations for the board and management of this organization when facing difficulties in public relations including copyright licensure, processes of enforcement and freedoms of the public.

### **Section 1.2 Importance of Public Relations Policy:**

As a Media and communication organization Trans\* Youth Channel recognizes the importance of the Internet in shaping public thinking about our organization and our current and potential services. We also recognize the importance of empowering advocates, members, volunteers and our employees to join in and help shape vital public conversations through interaction in social media, traditional media forums, community forums, and more. We are therefore committed to supporting and facilitating honest, transparent, and knowledgeable dialogue by ways including but not limited to social media, interviews, panels, forums, and other public relations.

It should also be said however, that Trans\* Youth Channel does not follow the, “any press is good press” policy. It should be well imparted to all members of Trans\* Youth Channel that values such as security of private information, objective and fair deliberation of facts, attention to multiple viewpoints, ethnic, racial, and cultural sensitivity, and above all, respectful communication in all forums, is vital to the success and view of our brand, mission, and overall work in the LGBT+ and intersected communities. Due consideration of these values will be given in all public relations issues brought to the board and violation of these values can include any suitable and just action taken by the board on a case by case basis up to and including legal action.

### **Section 2.1 Traditional Media**

This section refers to public relations that exclude physical “print” publications and interactions found on social media and blogging content sites. Traditional media includes but is not limited to Trans\* Youth Channel’s presence or reference in any way on television, boards, panels, public meetings, public forums, interviews, educational purposes and more.

## **Section 2.2: Importance of Traditional Media Policy**

Traditional media has since the dawning of radio in 1930s been the principle mode of conveying information to a large public. It is currently still a vast resource for information as people listen to NPR, CBS, ABC, and more. Since the development of television visual and auditory media have made great efforts to distance themselves from traditional media and that of print media spoken about in section 3 of these bylaws. Media has at the heart of it a sense of advocacy, and integration of public values, and a tug and pull from one side of an argument to another. It is therefore traditionally biased in greater ways than that of print media. One can scarcely make a comment on a major situation or governmental policy without someone pulling content out of context and references to original documents is by and large impossible to achieve. Avoiding the mis-representation of organization’s intents are therefore an art in humility for organizations and requires specific rules for handling public appearances as outlined below.

## **Section 2.3: Organizational guidelines in traditional media**

Trans\* Youth channel wishes to empower its organization members, volunteers, and other representatives to speak for the betterment of the community but not FOR the organization or the community unless given permission to align one’s self with our organization or if they are explicitly informed by fact, statistics, or properly referenced content (including the entity responsible for that content, original study for the fact, and a way to reach it such as a URL or educationally created reference). As a general rule then, all members of Trans\* Youth Channel are free to speak on the organization’s behalf as long as their opinions are based and the organization is aware of it. When doing so please bear in mind the following rules:

1. In order to prevent mis-representation of the organization any traditional media presentations including but not limited to events, branding on other organization’s content, comments for the media, interviews, public appearances, and panels, must be given informed consent by the CEO of Trans\* Youth Channel, the Chair of the board, president, or business representative of the board, or any 2 members of the board. Additionally one can inform the branding director, social media director, or events director and they will inform one member of the aforementioned list. Should any of the management or board members mentioned be asked to make an appearance no consent is necessary, but another member of the organization must be informed of the occurrence and if possible an artifact of that appearance should be attained.

2. All people involved in a traditional media appearance must exercise due diligence of delivering traditional media artifacts including but not limited to recordings of public relations, transcripts of interviews, podcasts, and others to higher management and the CEO, president, board chair, social media director, or branding director as quickly as possible up to a maximum of 90 days from the event occurrence. It must then be reviewed for possible oversights of representation of the organization by that member or the appropriate officer.
3. Should the officer reviewing any artifacts or media deem this content to be a true representation of Trans\* Youth Channel's brand, values, representation and otherwise, it is highly encouraged that it be spread across print, social, or traditional media to a wide variety of channels so as to allow for multiple biases in order to make up for the extreme bias most traditional media provides. It should be noted and highly encouraged that personal statements from Trans\* Youth Channel's higher management should also be provided when spreading approved Trans\* Youth Channel content. Please follow all Social media rules provided in Section 4 of this Article of the bylaws for further restrictions and recommendations.
4. Any traditional media released to the custody of Trans\* Youth Channel must be provided with recorded consent of the participants involved by way of a media release form. Any release forms are to be kept at the principle office of the organization and the Secretary of the organization must summon up any necessary media consent forms required in a Public Relations issue. If a release form is not available due diligence in researching the situation must occur. Consent in oral, visual, and written form is allowed but should be explicit.
5. All traditional media artifacts should be stored and indexed in the Trans\* Youth Channel records as quickly as possible and for as long as possible. These media artifacts are subject to expiration based on participant allowances on the media release form. If an expiration date is provided due diligence must be taken to respect that expiration date of the public media.
6. The board and the CEO of Trans\* Youth Channel reserve the right to provide further rules to these bylaws whenever deemed necessary as long as they are not directly relevant to a current or upcoming public relations issue. New rules applied to this document must be reviewed by the board and agreed upon with at least a quorum and vote.

### **Section 3.1 Print Media**

This section refers to physical “print” publications that are considered to exist for more than 6 months or longer and excludes alternative traditional media such as television, video, podcasts, and social media communication on blogs. Print publications include but are not limited to online print articles, physical newspaper or magazine publications, self-published content outside of blogs, published books, quotes referring to or by Trans\* Youth Channel staff or ex-staff and more.

### **Section 3.2 Importance of print media policy**

As the oldest and most permanent of media sources print media is considered by and large to be the most stable and long term way of disseminating information to others. Records are still kept by government agencies, corporations, and other entities because of its very binding nature. Legal tender especially in the form of contracts and other items are still provided in paper because of its object permanence. For this reason print media policy is important because any content provided in print involving, referring to, or for the organization must be carefully controlled and responsibility of those documents must be properly recorded. Should print documents be referenced in other media it is the organization’s responsibility to ensure this information is not misinformed and the best way of doing this is to ensure that print media is edited and okayed by the organization.

### **Section 3.3 Organizational guidelines in Print Media**

Returning to Trans\* Youth Channel’s base public relations wish, we want everyone involved in the organization to feel empowered to take an active role in speaking on behalf of improving the community but once again not FOR the organization, its employees, its audience, or the community. Print media’s permanence makes this further apparent as referenced documentation is much easier to do and mis-information can easily be made concrete by way of print. In general we will permit anyone to write or provide their own opinions or analysis of the organization but we ask that anyone referencing, involving, or writing for the organization keep these following guidelines in mind.

1. Any original written content made by, for, or involving the organization in print media must be provided to a member of higher management, the chair of the board, business representative, or any 2 members of the board for editing, approval, and permission to publish the content. If content is not recorded as approved then Trans\* Youth Channel will not accept it as print media speaking by, for or of the organization and all content will be the personal responsibility of the person or persons who made it.
2. Any approved print media must be recorded in a digital or physical log book at the principle office and be readily achievable should the board require it for any public

relations issues.

3. If content is approved but the approving member of higher management, or the board fails to log it, it is that member's responsibility to report it to the board under any restrictions found in Article 9 of these bylaws; conflict of interest policy, by the articles of incorporation, and by any state or federal laws.
4. All members of the organization including the community and other organizations are otherwise free to publish content regarding, including, or citing Trans\* Youth Channel or its official content under a creative commons copyright licensure, but will not be considered official Trans\* Youth Channel approved print media unless approved as outlined in the log book or by a member of higher management or the board. Protections of the 1<sup>st</sup> amendment of the United States apply and are enforced where applicable and it is of Trans\* Youth Channel's highest value that freedom of opinion be expressed by individuals inside and outside of the organization.
5. Any print media claiming to be officially approved print media for the organization that is not recorded or reported as official will not be considered official by the board and corrective action on the individual claiming such things may occur up to and including legal action as determined by the board of the organization, these bylaws, the articles of incorporation, and any state or federal laws.
6. The board and the CEO of Trans\* Youth Channel reserve the right to provide further rules to these bylaws whenever deemed necessary as long as they are not directly relevant to a current or upcoming public relations issue. New rules applied to this document must be reviewed by the board and agreed upon with at least a quorum and vote.

#### **Section 4.1 Social Media**

This section refers to the publication of content on social media sites including but not limited to Facebook, twitter, YouTube, blogger, Tumblr, Ello, and more. In general this policy will refer to content that is searchable or consumable online, mostly temporary in the public eye, and involves crowdsourced content creation but this will not always be the case. It does not include physical print media, traditional media such as television, podcasts, radio and more. It will be left to the board of directors on a case by case basis to categorize any issues brought to them under social media, traditional media, text media, or otherwise.

Social Media is a unique facet of Public relations policy deserving of its own section and can exist in many forms across the ever expansive and necessary internet. For this reason more focus will be placed on social media policy and its organization will be very different from the other two sections of this Public Relations policy. This section will begin by discussing the many facets, in which social media will impact our organization, and then it will line out in detail our values, organizational roles, guidelines, and then it will make clear several foggy areas of social media interaction such as the monitoring of personal social media channels.

#### **Section 4.2 Importance of social media policy**

Social media is fast becoming one of the largest and most necessary business industry tools for connecting to customers, donors, the community, content creators, partner organizations, funders and more. The success of the digital realm is almost synonymous with staying relevant in real life and it is for this reason that it has become the most important element of a non-profit's branding and fundraising attempts.

Social Media has also been the main tool by which the communities and the people are empowered to learn about their lives, their communities, and the world. We are more international now than we ever have been in our understanding of people. We are also more visual in the way that we ascertain information taking in visual and auditory media at a far greater rate than that of text; So much so that this medium has changed the way that our brains think in classes and while taking in a large quantity of information. For this organization which seeks to bring information from brick and mortar LGBT+ organizations to the larger closeted online community, the online community and its medium is essential to not only speaking with our target audience, but supporting and providing for them. If we are to have a good and solid understanding of an invisible community we must respectfully and carefully interact with them online and for this reason, social media policy is necessary to guide us in the right direction and use this powerful visual medium to the best of its ability, for the good of spreading resources to those less resourced.

#### **Section 4.3 our organization's Social Media Values**

The vision of the organization to achieve sustainable growth online that will cater too and facilitate resources for an online, closeted, and under coursed community must step carefully in how it operates online. These guidelines are followed by a certain set of shared values that we live by as an organization, and as individuals:

1. **SECURITY:** recognizing the dangers of 'outing' or otherwise harming an individual online. We recognize words CAN hurt in this realm.
2. **PRIVACY:** respecting another's right to not disclose any information they feel they do not need or want to.

3. **ACCESS:** proactively seeking to providing information wherever needed and ensuring that information is vetted, trusted, and well understood.
4. **LOW-ANXIETY:** ensuring that personal, social, financial, ecological, and other worries a person may feel are abated as easily as possible to free another up to act and make their own choices void but surrounding incapacities.
5. **ACCOUNTABILITY:** owning up to our restrictions, mistakes, as well as our positive outcomes.
6. **DIVERSITY:** educating, maintaining, and ensuring the equal participation and rights of all people so as to mitigate privileged hierarchy at all possible levels.
7. **QUALITY:** every bit of created content, facilitated event, shared material, and interaction should have utmost quality for the betterment of those receiving it.
8. **TRANSPARENCY:** we shall ensure that all community members, media, and otherwise understand the true intentions of any move we make internally and the board shall uphold these requirements at all times.
9. **COMMUNICATION:** ensuring that communication is as clear and concise as possible no matter what medium it takes, who it is to, and how it is done.

These Online social media principles are intended to outline how these values should be demonstrated in the online social media space and to guide our participation in this area, both when we are participating personally, as well as when acting on behalf of the organization.

#### **Section 4.4 Organizational guidelines in social media**

Unlike the above policies for text and traditional media organizational guidelines in social media are much more difficult to spell out and as such it must be done in several sections. This section however will spell out the basics for how social media practices will be handled, and then future sections will move further in depth on this process.

1. It is of utmost importance that all people know they are free to share with, to, or on any social media wall ‘owned’ managed, or facilitated by Trans\* Youth Channel under their own names, but not under the name of the organization unless given express permission by a member of management or the social media coordinator.
2. All social media posts that are posted under the organization’s name or ‘brand’ must be signed by an individual with their first preferred name or a chosen alias that they will go by. Aliases must be approved by management or the board. This signature in every post will be signified by a ‘~’ and then the name of that individual.

3. All members of the Board and Management are free to post ‘as the organization’ on all social media platforms as they see fit but must sign those posts as instructed above.
4. Members of the social media team will work with and coordinate with the social media coordinator to create valuable and well throughout out posts for all organization content. The social media coordinator will have the power to ‘brand’ that content with the logo, as well as giving permission to the social media volunteers and staff to do so as well.
5. Any content shared by individuals on, for, or mentioning the organization will be ‘vetted’ by a member of the social media team or upper management and if they wish to carry that information members of the social media team are empowered to do so but must include the following in any shared post:
  1. They must ensure the validity and bias of the content.
  2. They must ensure the privacy and security rights of those who shared it.
  3. If it’s another organization’s content, due credit must be provided.
  4. A link to the source of the content
  5. Their signed name signified by an ‘~’
  6. An optional statement about that content
6. Original content created by members of our organization must be submitted to the social media team privately to be spread, or shared to the page with express permission to us it as Trans\* Youth Channel branded content. This can be achieved via email, sharing a link to the content on social media to the organization’s page, or a private message requesting the spread of that content under the organizations name.
7. Any content being confirmed and used as original content must have permission from the author to put our brand on it and consider it from the organization and must not have been simultaneously published under any other organization in which their copyright claims are “private”.
8. Any content made by an individual of the organization and branded by Trans\* Youth Channel must still give due credit to the original author by way of signing it with their name or alias as that author sees fit.
9. All ‘branded’ content will by default have a ‘creative commons’ licensure for use by other organizations as well as modifications and edits done to the original work by other organizations or entities provided that due diligence is given to inform us of those modifications in content.
10. Use or modification of ‘branded’ original content in educational or personal circumstances is permitted without need to report it to the organization, but should not be spread online for monetary purposes.

11. Any content claiming to be Trans\* Youth Channel content but not recognized as such by the board, management, the social media team, or a member of the organization will be deemed not organization content and we are not responsible for any legal or other issues that may come of it including but not limited to copyright claims, public libel, or damages claims.
12. The board and the CEO of Trans\* Youth Channel reserve the right to provide further rules in addition to these bylaws whenever deemed necessary as long as they are not directly relevant to a current or upcoming public relations issue. New rules applied to this document must be reviewed by the board and agreed upon with at least a quorum vote.

In summary Trans\* Youth Channel will be adopting what we call a “peer-reviewed publication system” for social media content in which any original content will be submitted to the organization for branding and then vetted to ensure that it is not false, already under copyright, plagiarized, or otherwise. Shared or already branded content will be shared on the page by social media, or management with proper sourcing of the material after vetting its validity. By default any content considered to be the organization’s will have a creative commons licensure on it and is free for use in educational or personal circumstances. More information on copyright claim and Trans\* Youth Channel’s stance on the subject can be found in Article 11 of this document; copyright licensure.

#### **Section 4.5 Organizational Roles in Social Media**

This section of the social media policy will more plainly establish roles and permissions for those involved with the organization but should be considered very broad in regards to what can and cannot be done in that role. For further restrictions please see section 4.6 and 4.7 on what can and cannot be done.

1. **THE BOARD:** The board has full reign and capability of speaking for and by the organization and can brand any original content they may see fit. It is highly recommended however that the board peer review the content with the social media team before spreading it as the organization. They are free to share on their personal or other walls as well.
2. **MANAGEMENT:** The management has full reign and capability of speaking for and by the organization and can brand any original content they may see fit. It is highly recommended however that management peer reviews the content with the social media team before spreading it as the organization. They are free to share on their personal or other walls as well.

3. **SOCIAL MEDIA COORDINATOR:** The social media coordinator has full reign and capability of speaking for and by the organization and can brand any original content they may see fit. It is highly recommended however that the coordinator peer review the content with management or the board before spreading it as the organization. They are free to share on their personal or other walls as well.
4. **SOCIAL MEDIA REPRESENTATIVES:** All social media representatives will be given full reign for the social media platforms the coordinator chooses to provide them, but on any un-approved social media platforms they will fall under the category of other volunteers or other staff depending on their status. They are free to brand any original content they may see fit as long as they have vetted, confirmed, and sourced the material. They can only share that branded content on the platforms they have been given permission on. They are free to share on their personal or other walls as well.
5. **CAMPAIGN MANAGER:** The campaign manager has full reign and capability of speaking for and by the organization and can brand any original content they may see fit. It is highly recommended however that the campaign manager peer review the content with management, the social media team. Or the board before spreading it as the organization. They are free to share on their personal or other walls as well.
6. **BRANDING DIRECTOR:** The branding director has full reign and capability of speaking for and by the organization and can brand any original content they may see fit. It is highly recommended however that the director peer review the content with management, the social media team, or the board before spreading it as the organization. They are free to share on their personal or other walls as well.
7. **EVENTS MANAGEMENT DIRECTOR:** The events management director has full reign and capability of speaking for and by the organization and can brand any original content they may see fit. It is highly recommended however that the director peer review the content with management, the social media team, or the board before spreading it as the organization. They are free to share on their personal or other walls as well.
8. **RESEARCH & INTERFACE DEPARTMENTS:** From time to time the research and interfacing departments may be required to post tests or otherwise share items to test specific functions of the platform, or for the purpose of analytics to the channel. They do not need to confirm each such test with the social media team but should inform the social media coordinator in the event that this is to be done. Otherwise they have full reign in situations that this is necessary.
9. **OTHER STAFF & VOLUNTEERS:** All staff at Trans\* Youth Channel who are not considered management, a member of the social media team or referenced above must submit original content to the social media team but any content created by that individual is free to be shared prior as long as they are comfortable with us branding it after it is published. They are free to share any original content Trans\* Youth Channel publishes on their personal or other walls as well.

10. EVERYON IN THE COMMUNITY: Trans\* Youth Channel recognizes that its role in the community is to facilitate conversation and as such we will not hold any sway over the way community members choose to share, submit, provide, or otherwise engage with Trans\* Youth Channel's or partner organization's content. The community is free to do as it wishes in all contexts, but it cannot speak on behalf of the organization and any content shared on, by, or for the organization that has not gone through the social media team, the board, or a member of management will not be considered official Trans\* Youth Channel branded content.

11. EXCEPTIONS:

1. Because many social media channels are also content creation sites it is impossible to peer review this content before it is published on a channel such as in the cases of YouTube, Blogger, Tumblr and others. Therefore any content posted in these channels is considered official Trans\* Youth Channel content unless redacted, taken down, or it is otherwise stated.
2. The board, CEO, management and the social media team reserve the right to redact any professional branding in the event that a mistake was found, content was deemed false, copyrighted or otherwise and the official Trans\* Youth Channel brand is only valid as long as the organization 'claims' that that content is ours.
3. None of these rules will apply to internal communication boards or private communications of any sort.

#### **Section 4.6 what you Generally Cannot say online**

This section will generally go over things that all members should avoid saying online for public relations reasons. This is however not to be considered an exhaustive list by any means and should only be considered a reference guide for members of the organization and the public.

1. **DO NOT advocate for a person in political office** or election in that area in any way shape or form. It could revoke our tax exempt status to do so. You are free to do so under your own name but not on any public TYC related channels.
2. **DO NOT say anything you wouldn't be comfortable seeing quoted on CNN**, being asked about by your mother, or having to justify to your boss.
3. **DO NOT post any private information about a member of the organization** or community for any reason unless they are comfortable and give you permission to do so.
4. **DO NOT share content from community members without express permission** to share this information with them.
5. **DO NOT publish original content you yourself have made on behalf of the organization** unless it has gone through the proper vetting channels described in section 4.4 of this policy.

6. **DO NOT publish any works plainly marked with copyrights**, branding, or other indications that it is someone else's work as your own, including the minor modification of a work without resourcing if it is not under creative commons copyright.
7. **DO NOT publish, share or otherwise engage with potentially false information** until properly vetted and confirmed not to be false or harmful to anyone.
8. **DO NOT publish any personal information of your own** or information of others that could lead to community members or other individuals gaining private insight into their lives including but not limited to addresses, telephone numbers, social security numbers, licenses, insurance, or otherwise unless otherwise informed to do so by THAT person directly.
9. **DO NOT release for the public any private working information of the organization** that has not been made public by management, the board, or the social media team. This can ruin the flows of releases and cause us to "promise" more than we can achieve.
10. **Please REFRAIN from fire wars**, engaging in slander or hurtful language, "feeding the trolls" or arguments in public online past the first several comments unless it is deemed to be bullying of a community member or a member of the organization, or if it could result in real physical, legal, or other real life harm.
11. The board and the CEO of Trans\* Youth Channel reserve the right to provide further rules in addition to these bylaws whenever deemed necessary as long as they are not directly relevant to a current or upcoming public relations issue. New rules applied to this document must be reviewed by the board and agreed upon with at least a quorum vote.

#### **Section 4.7 what is encouraged in Social Media**

This section is to be viewed as a guideline for what you can and should do as a part of Trans\* Youth Channel either by for or to the organization. It is not by any means an exhaustive list and should only be considered guidelines by organization members and the board.

1. **Feel free to share, create or participate in any content** - create any content, request that we publish any content, or otherwise engage with any content on your own page or on TYC's pages under your own name! You are a community member too and you have your own opinion on how things run! Besides it would really help the organization for you to have full power and rights on your own social media channels.
2. **Post public content that is of interest to the organization** - We can't keep watch on everything all of the time and we rely on the crowdsourcing of information to see what is relevant, trending, important to our community or otherwise needs to be seen. Please, share it with us!
3. **Offer us ideas for original content or request that we hold various events!** We would love to see these happen but we are limited in what we can do so you are also free to champion those options!

4. **Spread the word with any of our events, campaigns, fundraisers and more!** We highly encourage this and may actually require it during several times when social media is our only way of gaining work.
5. **Share your accomplishments!** If you got recognized for something in the organization or you feel proud of your work we want you to be able to share that with friends and family as well as other organizations!
6. **Comment about your day!** As long as it doesn't require sensitive information we greatly encourage you to comment about how the day went or what you worked on. Your work is yours and the work you do with us is incredibly valued, why wouldn't we let you share it?!
7. **Talk about what ails you.** We are a support network so we highly encourage you to talk to management or others as well as publically voice concerns about yourself on your page and on Trans\* Youth Channel. Feeling particularly dysphoric? By all means tell the organization and get support from our community! We're here to support you.
8. **Voice your opinions.** If you don't like a particular way that the organization is going we would want to hear it and we want to exercise that value of transparency by allowing you to do so. As long as it doesn't mention any one individual or single someone out feel free to criticize the organization. The rest of the community and the world are doing it and your opinion as a member matters even more!
9. **Request services for another anonymously** – Many friends are counting on the organization but they may not be capable or willing to come forward and get the help they need. We are all about confidentiality so please feel free to give them our resources!
10. The board and the CEO of Trans\* Youth Channel reserve the right to provide further rules in addition to these bylaws whenever deemed necessary as long as they are not directly relevant to a current or upcoming public relations issue. New rules applied to this document must be reviewed by the board and agreed upon with at least a quorum vote.

#### **Section 4.8 Responding to negative public media**

As with all real life, traditional, and print publications, social media is often scrutinized and public argumentation is unavoidable. On social media however, this is a huge issue because everyone is free to comment as they wish in a public forum. Many people will take this to extreme purposely wishing to cause trouble, while others are simply wishing to voice their concerns, opinions, and damages. As Trans\* Youth Channel values transparency in our operations and diversity in our audience we know that we should openly provide people the chance to do so on social media, whether they are a part of our organization or not. However it is also our

responsibility to curb potentially dangerous, violent, or harsh situations so this section of our policy will discuss how we will handle responses to negative public media directed at, toward, or for us and to a limited extent, our partners.

This section has identified by way of online argumentation research a total of 6 types of negative feedback and responses to each type may vary. There are other types but the solutions to these 6 should give you a basis for handling “noise” and “haters”.

**Constructive-Proper Negative Feedback** – this is defined as comments or content that provides solid reasons and evidence for a particular issue negative to our organization. It can usually be determined with terms like, “you did/said/shared this and it is wrong because....” If the claim is false and you deem it so please back your position in proving it false with researched and verifiable evidence. This typically shows a logical argument. If it is indeed true, please do your best to rectify the situation or get it to a member of the organization who can properly attend to the situation. Please remember to be completely transparent, respectful, and non-judgmental.

**Emotional-Proper Negative Feedback** – This is defined as comments or content that provides evidence that our organization may have hurt feelings or stepped on another community member’s values. It can usually be determined with terms like, “this kind of leaves out.... Or this kind of hurts my feelings because.... Or this made me feel....” This is usually not a false statement unless trolling, spamming, or hateful. These situations should be taken care of with utmost respect, apology, transparency, and due diligence to get it taken care of quickly. Do your best to rectify the situation or get it to a member of the organization who can properly attend to the situation.

**Constructive-Damaging Negative Feedback** – Constructive damaging feedback is separate from proper feedback in that it often includes harsh language, in many cases is based on a value argument, full of fallacies in reasoning or argument, or takes a very extreme position. They will typically provide evidence that is intended to “win” vs. “change”. You can easily identify it by words such as, “the bible says.....” or “this is wrong because [unbased argument]...” or similar. We of course can’t let these kinds of comments go unanswered but if it gets out of hand or turns into a fire storm please end the conversation by typing ADMIN: at the beginning of your post, recognizing the issue, stating Trans\* Youth Channel’s stance on the issue (best to talk with management about this first), and then respectfully ending the conversation. If it continues from there please post another admin message stating this will be deleted if the conversation continues over the next hour and then one hour later, at 3<sup>rd</sup> strike, delete the thread and post on the main page “why it was deleted”

**Emotional-Damaging Negative Feedback** - emotional-damaging feedback is separate from emotional proper feedback because it is typically very extreme in its emotional stance. It is typically defined by curse words, slandering, unfair unbiased statements, capital letters, and

overzealous punctuation. Make no mistake though, unlike constructive damaging feedback this is often based on underlying causes that we must do our best to uncover. Please approach these very respectfully by saying you can help them with their issue, you'd like to bring this to a PM and have the conversation there, and you'll do the best you can to rectify the situation. If the conversation begins to look more and more like a spam/troll or that person cannot be abated however, please escalate it to a member of management. In general spend no more than a few comments trying to get them to comply or speak more respectfully.

**Cyber-Bullying Negative Feedback - This** type of public media is recognized by the one-sided argumentation of an individual seeking to “win”. This is typically not identifiable until several posts into a conversation and typically will involve an escalation of constructive or emotional damaging feedback. Trans\* Youth Channel’s values are directly against cyber-bullying and will not tolerate it. It can be identified as toward you or another member of Trans\* Youth Channel, or directed toward a community member on a public page, but we are to stick up for them. Its best to enforce your authority in stopping the situation by stressing you are “ADMIN” and have the final say on a matter. If you identify something as cyber-bullying contact the social media coordinator to confirm it or a member of management.

**Spam/Trolling Negative Feedback –** Spam/trolling negative feedback is exactly what it sounds like. Spam will tend to get a rise or a “click” out of you that will take you to a nefarious landing page to download something, or it will attempt to get you to like something. Trolling on the other hand will involve someone repetitively saying mean things purely for a rise. This will typically take multiple messages and will generally involve an escalation of constructive or emotional damaging feedback. In general Trans\* Youth Channel asks that this is dealt with a calm and respectful comment to resolve the issue, and after a few messages trolling will be readily apparent. Just ignore it past that. If however that person does it consistently and “trolls” more than a few times, its best to delete the comments, block them, and submit a public response explaining why the comments were deleted. Please also inform a member of management or your social media coordinator if it gets to this point.

**In Summary:** Negative feedback is not always a bad thing. It can be constructive and allow for Trans\* Youth Channel to recognize mistakes, when we may have left a denomination out, or when we have made an error in judgement. However the more damaging side of negative feedback can be very hurtful and lose vast reputations. It can be used to bully, and it can be used to drown organizations. For this reason it’s important that reactions to it are very calm, direct, professional, and do their best to identify where trans\* Youth Channel may be wrong, and where the other individual may be nefarious. Exercise your best judgement in adhering to social media values in these situations.

#### **Section 4.9 Responding to positive public media**

While negative feedback on social media is a very tricky situation, there is also the positive of social media that keeps people coming back over and over again. The uplifting, empathetic, and character building experience of social media allows us to open up and continue working. For this reason, championing positive feedback is a huge part of our organization's job to facilitate community support and conversation. This section will briefly give a few guidelines on how to react to positive feedback.

1. **Like it! Share it, love it, whatever!** We want to show that we appreciate it enough to recognize it with a click. It also allows others to see our activity and the comment.
2. **Comment authentically.** If their feedback is about a person, make sure the person they are mentioning is the one to respond to ensure that the gratification is indeed authentic. It may help to show management as well so they can give due credit and proper kudos!
3. **Get permission to share it.** In most cases this feedback will often be public on social media platforms but even if it's public it's important to get permission to share it onto other platforms or to the larger public as a whole. If they don't provide permission, no sweat.
4. **Request if we can use it in the future.** Community recommendations are a huge thing for non-profits because it allows us to more easily gain trust from partner organizations and other entities. Always ask if we can quote in future publications and if so what their statement would be. **Screenshot it if they say yes!**
5. **Make, "the ask".** In most cases positive feedback leads to strong volunteer, donor, or advocate relationships and when this happens it's vital to move it forward. Ask if they'd be willing to help out by way of volunteering or offering monetary assistance to keep our good work going! Don't worry though, this isn't a "hard ask", it's soft and it can look however you like.

### **Section 5.1 Monitoring of various public and community media channels**

All above sections have provided general guidelines and rules that should be delivered to all members of the organization in the best possible medium during training. This section however will discuss a major concern of many who are interacting with social media as a business, non-profit organization, or public entity. This section will deal with how we monitor social media channels both for quality of content on public forums, and for statistical needs for the organization. It will discuss how we will monitor public slander of the organization, or how we enforce the above rules prohibiting employees, volunteers, and other members of the organization from breaking social media policy.

We recognize first off that social media is now an integral part of one's identity and much like an unfair dress code we cannot limit the actions or portrayal of an individual on social media when not pertaining to the organization; a realization many organizations fail to recognize. So this policy will carry its utmost duty of adhering to the social media values throughout the course of this section.

### **Section 5.2 Monitoring Trans\* Youth Channel official Channels**

Trans\* Youth Channel recognizes that the key to social media success is to stay on top of our social media channels. Any social media site will require daily monitoring done by the core social media team, as well as occasional monitoring by the board and management. It is the social media manager's job to encourage discussion by posting quality content and questions, sharing content from partner organizations or elsewhere, and responding to messages, feedback, and publishing requests.

Daily monitoring of posts on Trans\* Youth Channel will occur and the ways in which we run these channels is decided by the entirety of this social media policy, as well as additional acts by the organization.

### **Section 5.3 monitoring of Trans\* Youth Channel Private Channels**

In cases of the internal private group for Trans\* Youth Channel it is important that the board and management follow the ongoing of the page continually so we can properly support employees and volunteers of the organization. It is not necessary however for us to remove ANY content placed here. It need not be work related either, if someone needs assistance or help it should be provided.

### **Section 5.4 Monitoring of Board and Management Personal Channels**

Because the board and management as well as leaders to a certain extent are so involved with the channel it often becomes necessary for work that is directed to personal channels rather than the organization, to be re-directed. All members of the organization must exercise due diligence in separating these cases and bringing them back to the organization. No personal conversation with the public can be viewed by others in the organization so these conversations must take place on a business verified channel. For higher management this is vital and important.

Monitoring of personal channels will happen but by no means should it have an effect on ones employment unless an official complaint comes under review by the board and is found to be outside the rules and guidelines for this document and unacceptable by a majority vote of the board. It is not the organizations right to control or otherwise affect the personal media channels of its members in any way.

### **Section 5.5 Monitoring of volunteer and staff channels**

Volunteer and staff channels will not be held to as strict a requirement to keep personal and organizational business in one or the other but it is highly recommended that this be done. Should business of the organization occur over personal channels records cannot be kept for legal or other reasons and any private correspondence cannot be considered official business of trans\* Youth Channel.

Monitoring of personal channels will happen but by no means should it have an effect on ones employment unless an official complaint comes under review by the board and is found to be outside the rules and guidelines for this document and unacceptable by a majority vote of the board. It is not the organizations right to control or otherwise affect the personal media channels of its members in any way.

### **Section 5.6 Monitoring of partner organization channels**

Partner organizations have their own social media policies in use and their content that they share is their own. That having been said it is the prerogative of the organization to ensure that partner organizations are seen by a wide amount of our community and those partner organizations in turn do the same for us. To maintain these connections Trans\* Youth Channel's social media and partner outreach team will often request information from partner organizations such that we can stay on top of things. It is important to recognize copyright claims, and all due diligence and rules described in this article in the process though.

Monitoring of personal channels for partner organizations will under no circumstances occur. It is not the organizations right to control or otherwise effect the personal media channels of someone unrelated to the organization and thus will not occur.

### **Section 5.7 Privacy rights of all members of the community**

Trans\* Youth Channel works with a closeted community and with this comes the absolute need for security, privacy, and respect of community member's interactions with us. For this reason there will be no monitoring, recording, or documentation of personal interactions with community members in which those members wish to keep private, and as a practice, all statistical use of community information cannot have member's names, personal information, or contact information excluding an email with that member's permission.

### **Section 6.1 Consequences of Privacy Violation**

This social media policy is enforced and enacted upon by the Management and staff of Trans\* Youth Channel. Due diligence in following these rules is expected by all members of the organization and upon violation of rules, due diligence in reporting it is necessary for all members of the organization. Reporting of violations to this policy can be provided anonymously by email or by Private message with upper management.

Ultimately violations to the policy, should management be unable to conclude its capabilities, or Public Relations issues arise from it, it is the responsibility of the board to take up the issue as an action item at a regularly scheduled board meetings or an emergency meeting thereof to discuss and resolve the issue as pursuant of this social media policy, the bylaws, articles of incorporation and any state or federal laws.

Should complaint of violation of this social media policy or copyright law be external to the organization including but not limited to the reporting of a violation by a partner or other organization, the reporting of an individual in the community or in the public, etc. the Board will take the issue as a Public relations issue and deal with it as promptly as necessary at a regularly scheduled board meeting or an emergency meeting.

Consequences of privacy violation pursuant of the board of directors can include anything desired by the board up to and including expulsion of members of the organization, legal action upon public entities, or departure of signed and relevant contracts with no penalties superseding that of Trans\* Youth Channel issued contract revocation agreements, and where applicable revocation agreements in contracts provided by other organizations and entities. It is the Boards ultimate decision what consequences may arise and where the board is not relevant or present the Chief financial officer, chief technical officer, and Chief Executive officer's decision will be respected or escalated to the board.