

Digital Media Protocol

The ***Hernando County Fine Arts Council***, hereafter referred to as **HCFAC**, recognizes the role digital media (blogs, websites, social media) plays in modern communication.

1. Organizational Level

The management of the official HCFAC website, blogs and social media sites (e.g., Facebook, Instagram, Pinterest, Twitter, Messenger, etc.) are the responsibility of the **HCFAC Chairman of the Communication’s Committee**, hereafter referred to as The Chairman. The Chairman may designate other council members or volunteers to manage these sites. This includes, but is not limited to:

- Content editing, creating and posting
- Event notifications and invitations to events
- Sharing, or passing along announcements or posts of second and third parties
- Responding to, allowing and removing comments
- Responding to reviews

All digital content will respect and reflect the mission statement of the HCFAC. (See *Article II - Organizational Documents And Purpose, Item 2 - Purpose, HCFAC Bylaws.*) Any content deemed inappropriate, unrepresentative or disrespectful to the mission or members of HCFAC should be reported to the HCFAC board to be evaluated and, if necessary, removed or deleted.

2. Personal Level

As such, we respect the right of council members, paid staff, interns and volunteers to use their own blogs, websites and social networks for self-publishing and self-expression while adhering to our organizational guidelines.

As a member of the HCFAC community, your commentary is not only a direct reflection of you personally but also our brand. Commentary that is considered

- defamatory,
- obscene,
- proprietary
- or libelous

by any offended party could subject you to personal liability and damage HCFAC’s reputation. Once it’s on the Internet, it’s there forever.

We do not distinguish between “personal time” and “work hours” usage, or personal devices and organization-provided equipment. You are **at all times** a representative of HCFAC regardless of how or when you are posting online.

Engaging with and sharing content posted by HCFAC-branded accounts is encouraged and appreciated. Examples are

- Events
- Posts
- Artist's profiles

Engaging personally with HCFAC stakeholders (donors, volunteers, board members, sponsors, vendors, etc.) is encouraged and appreciated.

Representing yourself as a member of HCFAC on your personal profiles is encouraged.

Airing your personal grievances online rarely leads to positive outcomes.

Harassing, threatening, discriminating against or disparaging any individuals through a website, blog or social media account will not be tolerated. Online sharing of any organization-privileged information, including copyrighted information or organization-issued documents, without prior authorization will not be tolerated. (See *Article V - Membership And Organization, Item 8 - Code of Ethics.*)

It is highly recommended to obtain permission before sharing online photographs of other HCFAC members, employees, clients, vendors, suppliers. **Identifiable photographs and any personal information of minors should never be shared online without the express consent in writing from the parents or guardians.**

3. **Official media releases** about anything that relates to HCFAC business are to be issued by HCFAC Chairman or the Communication's Committee Chairman. **Inquiries from the press** should be directed to the Communication Committee Chairman or designee. The chairperson of the communications committee, at the pleasure of the HCFAC Chairman serves the Council's spokesperson and is responsible for all news and information to the public. Any member of the communications committee, at the pleasure of its chairperson, can be assigned to draft media releases pertaining to events or activities of the HCFAC.



The Mission of the Hernando County Fine Arts Council is *to encourage, promote, and support all the creative arts in Hernando County and provide a means to showcase the arts.*