



## How to Use Lions Recommended Social Media Guidelines for Clubs

[“Recommended Social Media Guidelines for Clubs”](#) attempts to help clubs create more comfortable and successful social media presences by laying down some ground rules for interaction. The “Guidelines” document is meant as a tool for clubs that they can use however they wish.

In addition to putting the guidelines on your social media presence(s), we recommend presenting the policy in its entirety at a club meeting, so members can talk about it and understand it. Also consider making it part of your club’s “code of conduct.”

By definition, a social media site’s administrator serves as its authority, so we highly recommend that clubs make sure that administrators understand and agree with the guidelines before putting them into the role. If your club doesn’t like the guidelines, change them. They have to work for you.

Here are some specific tips for how to use the guidelines:

### Facebook

1. Open the [“Recommended Guidelines”](#) document and make these changes: replace [Lions Club name] with your club’s name *and* [this site name] with the name of your Facebook Page or Group. Use Search/Replace to make this easier.
2. How you use the guidelines is completely up to your club, so feel free to change anything you want.
3. We recommend, at a minimum, putting the “For the Public” section under your Facebook Page’s “Info” section. Call it something like “Ground Rules for this Facebook Page.” Also consider including the “For Club Members” section there because people in your community will probably feel good knowing about Lions’ high standards.
4. It’s really important to have your Page Admins understand the policy, so you can “enforce” it consistently. Most clubs will have very little occasion to enforce it, but

you should be prepared. Note that “over-enforcement” is not good, either (read the “For Social Media Coordinators” section).

5. Reach out to LCI or the growing private [“Lions SM Lounge” Facebook Group](#) to ask questions or to get advice. Note, since this Group is private, you will have to ask to join before you can post anything.

## Blog

Visible blogs often attract a wide range of comments, so having guidelines for commenting can be useful since it promotes transparency and sharing.

1. Open the “Recommended Guidelines” document and make these changes:
  - Replace [Lions Club name] with your club’s name
  - Replace [this site name] with the name of your blog. Use Search/Replace to make this easier.
  - Change [Guidelines for] with “Comment Policy for”; there will be 4 changes
2. How you use the guidelines is completely up to your club, so feel free to change anything you want.
3. We recommend putting the “For the Public” and For Club Members” sections within the “About” page or in a new page that you could call “Welcome” or “Commenting.” Also consider including the “Social Media Coordinators” section there because people in your community will probably feel good knowing about your high standards for your administrators. The blogging platform will determine the exact procedure for creating a place for your guidelines. In Wordpress, for example, you would create a Page. Talk with your administrator about this; s/he will know what do to.
4. It’s really important to have your blog Admins/Moderators understand the policy, so you can “enforce” it consistently. Most clubs will have very little occasion to enforce it, but you should be prepared. Note that “over-enforcement” is not good, either (read the “For Social Media Coordinators” section).
5. Reach out to LCI or the growing private “Lions SM Lounge” Facebook Group [insert link] to ask questions or get advice. Note, since this Group is private, you will have to ask to join before you can post anything.

## Other Types of Social Media Platforms

- Twitter isn’t really a “presence,” so there is nowhere to “put” a policy. If you run into issues with people on Twitter, you can refer them to one of your policies elsewhere (blog, Facebook). However, that would be a rare occurrence indeed!

- Google+ Pages are still in their infancy, but consider using guidelines when your traffic and interactions grow; Google+ Pages have “info” sections like Facebook Pages.
- If your club’s website has public comments enabled, follow a similar procedure as with blogs.