



The Imperial Council

Ancient Egyptian Arabic Order Nobles Mystic Shrine of North and South America and its Jurisdictions, Inc.
Organized June 10, 1893; Incorporated November 10, 1901 Washington, D.C.

“Commitment To Service: Today, Tomorrow, Forever!”

Social Media Policy

Social Media is defined as forms of electronic communication (such as websites for social networking, blogging, social media, etc.) through which users create online communities to share information, ideas, personal messages, and other content.

PURPOSE:

To establish policy that provides guiding principles for the effective use of public-facing social networking sites, multi-media sites, blogs, etc., for the Ancient Egyptian Arabic Order Nobles Mystic Shrine of North and South America and Its Jurisdictions, Incorporated (A.E.A.O.M.N.S.). Furthermore, to establish an online participation policy that ensures a respectful and relevant presence that protects our rapport with the American public and abroad, as well as the brand of the organization.

APPLICABILITY:

This policy applies to Temples/Courts, Deserts/Oasis, Nobles/Daughters and individuals who have administrative rights to post content on A.E.A.O.M.N.S. official social media pages. While members affiliated with the many Temples/Courts throughout the Domain are welcome to participate in social media, we expect everyone who participates in the online space to understand and to follow these simple but important guiding principles.

* It is required that all social media sites to adhere to Social Media Policy standards*

GUIDING PRINCIPLES:

A. Obtain Approval for Social Media Presence: The Imperial Media Relations Department has the authority to approve the establishment of any official pages, which includes social media sites.

B. Designate Group Administrator(s): A.E.A.O.M.N.S. members should designate administrator(s) for official public-facing social media pages. At a minimum, page administrator(s) assume responsibility for maintaining pages by means of implementing branding, posting content, monitoring user feedback, and responding to users. The frequency of posts and engagement should be determined by page administrator(s) based on resources. Administrator(s) also reserve the authority to provide administrative access to other users, if necessary. In addition, administrator(s) must provide all usernames and passwords for all social media pages to the Illustrious Potentate/Commandress and Deputy of/for the Oasis; unless said page is specific to a specific classification (i.e. Desert Daughters only), in which case the usernames and passwords should be provided to the most senior officer in the group. Upon request, access to administrator rights will be provided to Imperial Media Relations Department appointees.

C. Facebook Pages vs. Groups: Facebook Pages are the business type of Facebook profile for organizations. Their purpose is to connect with their internal audience/community. Facebook Groups are intended to be a community centered on a common interest. The purpose of a Facebook group is to offer a way for people to interact with one another and network. Due to Facebook settings, Imperial Media Relations Department can only post to Facebook Groups. All Temples/Courts are encouraged to create an accompanying Facebook Group if there is currently only a Facebook Page, as there will be no traffic from Imperial Media Relations Department.



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D. Content Approval: Release authority is a critical component of maintaining official social media pages. Administrator(s) should establish a method to ensure thorough content review before posting – being mindful of operations, documents, pictures, etc. Content that should NOT be posted on official pages include but is not limited to: other than authorized releases, information regarding events or incidents currently under investigation, and/or content slurring the brand of A.E.A.O.N.M.S. While social media use is touted as a means of being transparent, security is paramount when it comes to sharing information using online platforms. Any information that may compromise operations security, and/or was not intended for public distribution (internal use only), should not be discussed on social media pages maintained by A.E.A.O.M.N.S. Page administrator(s) should monitor pages for any potential violations of this policy and follow the proper course of action: screen capture and delete content, report violations to the Temple/Court’s leadership, report the violation to Imperial Media Relations, and educate social media users on what constitutes appropriate posts.

TEMPLE/COURT CONTENT APPROVAL: For clarification, final approval of content being released by Temples/Courts belongs to the Illustrious Potentate/Commandress (or their designees) as the offices of the same hold primarily responsibility for the actions of the Temple/Court. Deputies of/for the Oasis are only allowed input if the content in question violates this policy, or any rules of the Imperial Council/Court. It is the sole responsibility of the Illustrious Potentate/Commandress to remain up to date on the current Social Media Policy, as any violation will result in corrective actions to the same, AND NOT to their designees. In addition, any information or media from Temples/Courts, Deserts, or Departments for dissemination to the domain (including podcasts/webinars, broadcasts, interviews, media of any sort, flyers, etc.), you are to forward them via email to Imperial Media Relations (pr@aeaonms.org) for review, prior to distribution. These requests, along with elected Imperial Officer Souvenir Journal ad requests, must be submitted to Imperial Media Relations no less than 48 hours in advance (please ensure that all pertinent information is included in your email).

E. Compliance with Established Regulations and Policy: To the extent that resources are available, ensure social media use complies with applicable mandates from the Imperial Council. This includes that no content distributed is to be deemed OFFICIAL unless first released by Imperial Media Relations.

F. Moderate Pages: All discussion boards and comments should be closely monitored by page administrator(s), but care should be taken so as to not over moderate pages and online exchanges between users. Allow users connected to your pages to advocate on your behalf, when possible. They are, by virtue of their nature, not the official (domain) responders and, as such, carry with them a different level of credibility.

G. Addressing Negative Comments: Do not stray from negative comments. An open forum comes with a certain risk of negativity, and to shy from it will potentially tarnish credibility. However, responses must be vetted/approved, and accurately express official A.E.A.O.M.N.S. doctrine without editorializing, or straying, from the facts. Only delete comments or block users when a clear pattern of malicious and/or derogatory behavior is apparent, and they are in violation of the terms of participation. Be mindful of copyrights, trademarks, ongoing litigation, and personal information. Social media posts and content must respect copyright, privacy, fair use, financial disclosure, and other applicable laws. Always give proper credit/citation for other’s work, and make sure you have the right to use something with attribution before publishing online. Do not publish or report on conversations that are meant to be pre-decisional or internal to A.E.A.O.M.N.S. As a standard practice, avoid commenting on anything related to legal matters, litigation, or any matters that parties of the A.E.A.O.M.N.S. may be in litigation with. Lastly, always protect sensitive information, such as protected acquisition and personally identifiable information.



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H. Registration of Official Pages: All official A.E.A.O.M.N.S. social media pages should be registered by submitting links and contact information via the A.E.A.O.M.N.S. Imperial Media Relations Department (pr@aeaonms.org). The Imperial Media Relations Department will review each individual submission, and publish sites that adhere to the established guidelines of the official A.E.A.O.M.N.S. website (if applicable).

1. **Compliance:** For clarity, posts will remain under local administrator(s) controls. The monitoring of content, knowledge of the current media policy, updates to the media policy, giving authorization to an Imperial Media Relations representative (upon request), and updating changes in administrator(s) are all the responsibility of the same. Registering of the page is not intended for Imperial Media Relations to “police” or gain control of the page; but only to ensure that authorized global releases by the Imperial Council are disseminated throughout the Domain in a timely matter. Otherwise, Imperial Media Relations will not interfere in the administration of the page unless a violation of this policy is reported or detected. The primary objective of Imperial Media Relations is to ensure that official Imperial Council releases are disseminated throughout the Domain in real time.

I. Terms of Participation: A default terms of participation example is as follows:

Welcome, this is the official A.E.A.O.M.N.S. (Facebook, Twitter, YouTube, Instagram, Snapchat, Flickr, Blog, etc.) for (Temple/Court/Oasis/Desert), where you will find the most up to date information and news about (Temple/Court/Oasis/Desert). It is our goal to provide the public with information and news about (Temple/Court/Oasis/Desert) and allow for an open forum of discussion about posted topics. Please feel free to express your opinions about A.E.A.O.M.N.S. in an objective and respectful way that allows for a factual exchange of information with intent to move the organization forward. Participants are asked to follow the posting guidelines below:

A.E.A.O.M.N.S. reserves the right to remove any posts in violation of the posting guidelines

1. **POSTING GUIDELINES:**

- No graphic, obscene, explicit, or racially prejudiced submissions. In addition, we do not allow comments that are abusive, hateful, or intended to defame or defraud any person or organization.
- No comments or photos that suggest or encourage illegal activity.
- Participation is at your own risk, taking personal responsibility for your comments, your username, and any information provided.
- The appearance of external links on this site does not constitute official endorsement on behalf of A.E.A.O.M.N.S.

J. Other Media Sharing Platforms: this section addresses guidelines for social sharing/networking platforms other than those commonly used (Facebook, Twitter, Instagram, etc.). Namely, but not limited to: YouTube, Podcasts, radio, etc.

1. Interviews of any sort should be forwarded to the Imperial Media Relations Department for approval PRIOR to recording/broadcast.
2. Live broadcasts are discouraged unless moderated by the Imperial Media Relations Department.
3. Content approval will be performed by the Imperial Media Relations Department prior to sharing.



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K. Media Training: Media training is available to Temples/Courts, Oasis/Deserts, Imperial Departments, elected officers, etc., upon request. Requests can be submitted to pr@acaonms.org, stating the point of contact, date/time, and requested focal points.

L. Use of Official Trademark Logo: The following section provides clarification on Trademark use for Deserts/Temples/Courts.

1. Use of the trademarked logo (**with written approval**) is permitted for the following:
 - Letterheads
 - Flyers
 - Event marketing and tickets (bearing the name of the Temple/Court)
2. Prohibited Use (without an approved Vendor License Agreement)
 - Any apparel
 - Providing the trademarked logo to any vendor for any reason (authorized vendors will receive the approved logos in their vendors packet)
3. Obtaining written permission
 - The February 2022 revision of the Dispensation request form has a section to request authorized use of the trademarked logo for specific events
 - Direct all other requests to the Director of Imperial Media Relations at pr@acaonms.org
 - The vendor licensing agreement is available at www.acaonms.org

M. Submissions to “THE PYRAMID”: The following section provides guidance for Temple/Court submissions for inclusion into “The Pyramid” digital magazine.

1. Articles and photos are to be submitted to the Associate Editor via email at: pyramid@acaonms.org
 - Full page articles should be no less than 300 words along with two (2) to three (3) supporting photos.
 - Double page articles should be no less than 500 words along with four (4) to five (5) supporting photos.
 - Articles are to be drafted in Arial font (11 point size) and emailed in Word (not as a PDF).
 - Photos (JPEG Format) should be between 150-300 dpi.
 - Photos are to be emailed to the editor as separate attachments in JPEG Format (do not insert photos into the Word document). Recommend captioning photos with “Who & What” they pertain to.
 - Submitters will receive a reviewed copy of their submission via email, within 72 hours of submission to the Associate Editor.
2. For other questions specific to “The Pyramid”, refer to the latest guidance located at www.acaonms.org, or email the Imperial Editor at editor@acaonms.org.



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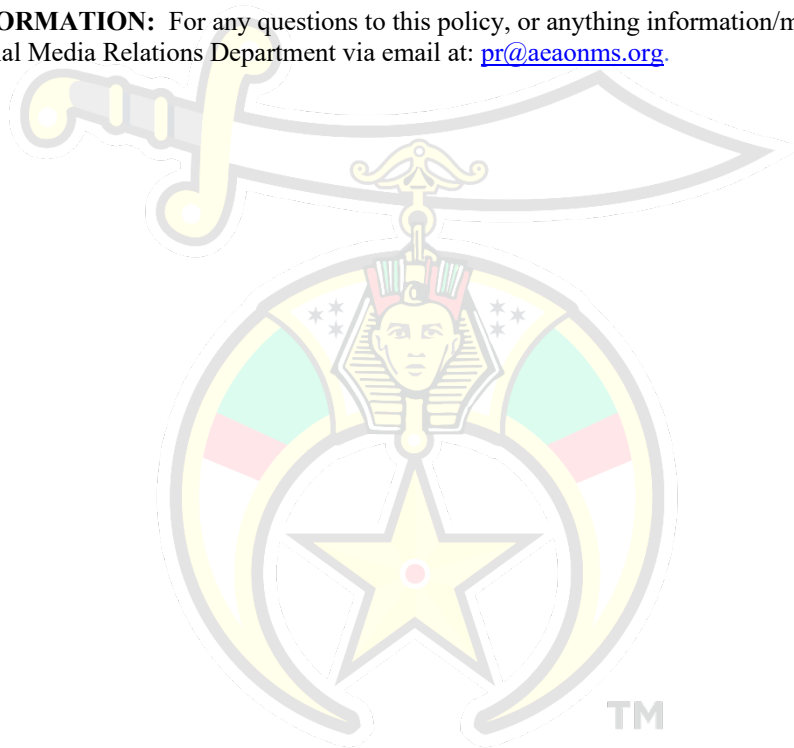
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N. Widespread Dissemination of Information: The following section provides guidance for all information/media for dissemination throughout the domain.

1. Information/Media is inclusive of all podcasts/webinars, broadcasts, interviews, flyers, local news articles, etc.
2. Must be forwarded via email to the Imperial Media Relations Department for review (at least 48 hours prior to intended date of broadcast or distribution) at: pr@aeaonms.org.
3. Please ensure that all pertinent information pertaining to the proposed media is included in your email.

CONTACT INFORMATION: For any questions to this policy, or anything information/media related, please contact the Imperial Media Relations Department via email at: pr@aeaonms.org.



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