



# LEAGUE OF WOMEN VOTERS OF MAINE

PO Box 863  
Augusta, ME 04332-0863

(207) 622-0256  
lwvme@gwi.net

## **LWVME & LWVME EDUCATION FUND EXTERNAL MEDIA POLICY**

(Amended and re-adopted by LWVME Board & LWVME Education Fund Trustees 3/24/18)

### **Social Media**

LWVME and the LWVME Education Fund use a combination of social media platforms as a part of their communications activities, including a Facebook page, a blog, Instagram, and a Twitter account. LWVME/LWVME Education Fund use social media to highlight their own material, including programs, articles, new content to the web site, reports, and other resources. External media posts may also include content from other trusted sources such as media outlets, nonprofit associations, nonprofit publications, and social media experts, as long as they promote League principles and priorities.

Content is nonpartisan and promotes civil discourse. Postings are respectful, professionally represent the organization, and adhere to the terms and conditions of any third-party sites. Content promoted by or attributed to the Education Fund must be consistent with its tax-exempt status and with its charitable purposes as enumerated in the Education Fund bylaws.

An individual member of the Communications Committee is designated as the primary administrator for each social media account, responsible for monitoring, updating, and posting of that account. Each account also has a committee member designated as a back-up who is able to take on the responsibilities of the primary administrator as needed.

Administrators have discretion to post timely material, whether originating from within or outside the organization, or request review from other members of the Communications Committee. The Executive Committee of the respective boards reserve the right to retract any content deemed inappropriate.

No confidential information about LWVME or the Education Fund should be posted on League, Ed. Fund, or personal social media accounts. This includes financial information, legal matters, organizational internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes or methodologies, circulating rumors, colleagues or members' personal information.

### **Website**

LWVME and the LWVME Education Fund maintain a web site, consistent with the League's mission as a nonpartisan political organization, to encourage the public's informed and active participation in government, to increase understanding of major public policy issues, and to influence public policy through education and advocacy. In addition, the League's web site serves to inform and educate League members and members of the public about the League and its activities.

- Access is free of charge.
- No information is collected about visitors to the site unless they supply it knowingly and voluntarily in response to a sign-up page.

- Individual LWVME board and Education Fund trustee mailing addresses, e-mail addresses, and telephone numbers will not be listed unless specifically authorized by the board member or trustee.
- Links to the web sites of other organizations meet at least one of the following criteria:
  - In general agreement with LWVME positions and strategies
  - Major coalition partners
  - Other organizations that provide balanced background information
  - Do not block or hamper a user's ability to return to the LWVME site
  - Part of our voter education service
- There is a members-only section that includes League board & Education Fund trustees' minutes and other organizational documents. All other information is available to members of the public.