

## **Social Media and Online Communications Policy.**

**1. Purpose:** the purpose of this policy is to ensure the SD41 social media and online platforms are used to further the mission of SD41 and to clearly define the content allowed and who has control of that content. This policy shall apply to the SD41 social media and online platforms only. Personal Facebook pages of SD41 Admins and members are not subject to these rules and restrictions.

**2. Overall:**

SD41 social media and online communications shall be for SD41 business only. Communications posted to any SD41 communication platform will not show favor, promote, or otherwise support a candidate unless that candidate is (1) running for a local office within SD41 and officially endorsed by SD41 or a higher authority (the “DFL” or “Democratic Party”) or (2) running for a local office and has a resolution of support from the DFL.

If multiple candidates running for the same office each hold a resolution of support from the DFL, then equal time and access will be given to each of the candidates on all SD41 social media and online platforms. This process will be further outlined by platform in this policy.

All content posted to any SD41 social media and online communications platforms, as a post, event, or comments on posts or events, will be governed by this policy which is maintained by the SD41 Secretary and communications committee. Content on any platform shall not: (1) include anything that is illegal or inappropriate for all ages (content should be rated PG-13); (2) include any statement that could incite violence or harm to others; or (3) be considered trolling<sup>1</sup> or bullying<sup>2</sup>.

Exceptions to this policy must be approved by a majority vote of the SD41 executive committee and documented in writing kept by the Secretary.

**3. Facebook:**

Use of the SD41 Facebook pages, **facebook.com/thefighting41** (public page) and **facebook.com/groups/SD41DFL** (private), shall be controlled by this policy and the Facebook code of conduct. Facebook admins will be the elected officers of the SD41 executive committee (Chair, First Vice Chair, Second Vice Chair, Secretary, Treasurer, and Outreach and Inclusion) (the “Admins”). Admins agree to follow the rules outlined in this policy for use of the Facebook platform.

**3.1. Facebook Site General Rules:**

1. Posts on any Facebook platform must conform to the rules outlined in this policy.
2. Posts may only be removed if they are in violation of this policy.
3. Admins may not show favoritism or block any other admins without cause.
4. Admins who are also officers of campaigns (campaign manager, campaign treasurer, etc) within a contested race will be temporarily removed as an Admin until the race is no longer contested to avoid any conflict of interest.

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<sup>1</sup> “Trolling” shall be defined as posting something deliberately provocative for the sake of eliciting a knee-jerk or negative reaction.

<sup>2</sup> “Bullying” shall be defined as the repeated direct or indirect personal attack to intentionally cause hurt or harm to another person.

### 3.2. Public Facebook Page Rules:

1. All posts to SD41 **public** page must be approved by two (2) administrators before they are posted to Facebook.
2. Endorsed candidates, candidates seeking endorsements, or candidates who hold a resolution of support from the DFL may request a post to the public page once every 24 hours but only two (2) posts will be made per week per candidate. The scheduling of these posts will be at the discretion of the Admins.
3. Posts from candidates seeking endorsements or candidates who hold a resolution of support from the DFL must include a disclaimer stating the status of the candidate (seeking endorsement or holding resolution of support) and a note that it is a contested.
4. Posts to the public Facebook page will be limited to 4 - 7 posts regarding SD41 per week and 7 - 14 posts from candidates per week.
5. Admins will have at least 48 hours to respond to candidates and publish posts.

### 3.3. Content on Public Facebook:

All public posts will follow the rules of this policy. The content of the public Facebook page shall be limited to:

1. Upcoming meetings and events for SD41
2. SD41 Website updates such as blog posts or new information
3. Upcoming candidate events for DFL elected officials, endorsed candidates, and candidates seeking endorsement
4. Any posts allowed under this policy, including approved posts from candidates

### 3.4. Facebook (“Private Group”) Rules:

1. Posts made to the SD41 **private** group may be made by anyone who is a member of the group.
2. An individual is limited to three (3) posts per day to the page.
3. Content posted to the private group remains in the private group. Sharing content from this page publicly without the written consent of the Admins and the original poster is prohibited.
4. Unlimited events may be added to the private page, but promotion of your events counts as part of your 3 posts per day.
5. An Admin must approve all members of the private Facebook page by verifying membership criteria listed here. The members of the private Facebook group are limited to:
  - A. Members of the DFL SD41 Central Committee (Executive Committee, precinct chairs, resident members of a congressional district central committee and the state central committee) and Precinct vice chairs;
  - B. DFL elected officials;
  - C. Local candidates within SD41 who are seeking a DFL Endorsement or a DFL Resolution of Support, or who have earned the DFL Endorsement or a DFL Resolution of Support;
  - D. State House and Senate DFL Caucus leadership;
  - E. Officers of a DFL Executive or Central Committee of which SD41 forms a geographical portion thereof (Anoka County, Ramsey County, Hennepin County, CD4, CD5, State);
  - F. Any member of any duly established SD41 subcommittee; or
  - G. Any member of the DFL Party who resides in Senate District 41. For the purpose of access to the private Facebook group, a “member of the DFL” includes someone who meets at least two of the following criteria:

- I. Participated one or both of the last two DFL Precinct Caucuses by either attending in-person or by submitting a Letter of Nomination Form;
  - II. Is a current active member of a DFL Constituency Caucus or Community Outreach Organization, as those terms are defined in the State DFL Party Constitution;
  - III. Served as a delegate in the most recent DFL convention at any level;
  - IV. Attended 3 or more DFL SD41 Central Committee meetings within the preceding 12 months; or
  - V. Any member of any duly established state standing committee.
6. A pinned or highlighted post will be made to the private Facebook group that all members must read and acknowledge. This post shall include a brief overview of the rules for the page as well as a link to the SD41 Social Media and Online Communications Policy.

### **3.5. Content on Private Facebook:**

All private posts will follow the rules of this policy. The content of the private Facebook page shall be limited to:

1. Posts related to SD41 business and the work of the DFL (events, meetings, fundraisers, etc)
2. Political or news items of interest (article links, memes, Tweets, etc)
3. Personal updates (birth or death announcements, medical updates)
4. Local events not DFL affiliated (school events, community events)
5. Personal reflections of a political nature
6. No Posts in support of a candidate running against the DFL's endorsed candidate and/or candidate with resolution of support, at any level, will be allowed.

### **3.6. Contested Race Candidate Posts to Public Facebook:**

In the case where multiple candidates are running for the same office and all have resolutions of support from SD41 then the following applies for the public Facebook platform. Any posts made outside of these rules will be deleted and may result in the revocation of administrative rights to the Facebook platform or blocking an individual.

1. Candidates may post unlimited events to the SD41 **public** Facebook events calendar. Events may **NOT** be posted directly to the **public** Facebook page feed.
2. Candidates with resolutions of support may request 2 posts, that are not a blog or video, per week. A week will be Sunday to Saturday.
3. While candidates can submit 2 posts per week SD41 is only obligated to post a single post per week for each candidate. SD41 will notify, prior to the start of a week or series of weeks, all candidates of its intent to post a single post or both posts from each candidate for the time period in question.
4. Candidates may post one blog link or video per week. If a candidate does not have a blogging platform they may use the SD41 website to blog once per week and link to that.
5. No notice will be given in advance to any candidate of an opponent's post.

### **3.7. Facebook Admin Rights Revocation and Reinstatement**

An Admin's rights may be temporarily or permanently revoked for any violation of this policy. Any revocation of Admin rights as outlined in this policy must be voted on by the Admins and passed with a majority vote. A vote held via email shall be sufficient to satisfy this requirement. The vote must include whether a revocation pursuant to this section is to be a temporary or lifetime ban, and include a path to reinstatement of Admin rights if appropriate. This vote is not needed if the temporary removal of Admin rights is due to 3.1(4), the Admin is working with a campaign.

### **3.8. Removal of Members from Facebook for Violation of Policy**

A violation of any portion of this policy by any member of the public or private Facebook pages may result in the removal/blocking/banning of that individual. Before that happens the following three strikes rule shall apply. If a member disagrees with the accused violation they may petition the SD41 executive committee by e-mail at least 15 days before the next regularly scheduled meeting to have a discussion added to the agenda. A vote will be held after discussion and that vote will be final.

1. First violation = warning to the individual explaining the violation with a link to the communication policy. Removal of the violating post (if any) and mute that member for 48 hours.
2. Second violation = final warning message explaining violation with a link to the communication policy and language that this is their final warning. Removal of the violating post (if any) and mute the member for one week and turn on post approval for that member.
3. Third violation = message explaining violation with a link to the communication policy and message explaining they are now removed from the group for the next year. The year is from the date of removal. After that year the member may request access again.

### **4. Twitter:**

Use of the SD41 twitter account, **@fighting41st**, shall be controlled by this policy and the Twitter code of conduct. The Twitter coordinator will be appointed by the majority vote of the SD41 communications committee or if no one is appointed the Secretary of the SD41 executive committee (the "Coordinator"). The Coordinator agrees to follow the rules outlined in this policy for use of the Twitter platform. Any violation of this policy will result in revocation of administrative rights to the Twitter platform.

1. All tweets will be for SD41 business or the promotion of SD41 activities.
2. Retweets of any currently elected DFL candidates are allowed.
3. Any endorsed candidate may ask to have a tweet retweeted or have a tweet posted directly to the SD41 twitter. All content will be reviewed before a tweet is published.

### **5. Instagram and Photography Release:**

Use of the SD41 instagram account, **<https://www.instagram.com/fighting41/>**, shall be controlled by this policy and the Instagram code of conduct. The instagram coordinator will be appointed by the majority vote of the SD41 communications committee (the "Coordinator"). The Coordinator agrees to follow the rules outlined in this policy for use of the Instagram platform. Any violation of this policy will result in revocation of administrative rights to the Instagram platform.

1. All posts will be for SD41 business or the promotion of SD41 activities.
2. Liking or commenting of any posts for currently elected DFL candidates are allowed.
3. Any endorsed candidate may ask to have a photo posted to the SD41 instagram account.
4. All photos will be reviewed before being published.

A sign shall be posted at all SD41 meetings and events notifying attendees that images and/or recordings may take place and by attending they give permission to SD41 to use those images and/or recordings on the social media platforms. All images collected will be added to the SD41 instagram account by the Coordinator. Captions and appropriate hashtags will be used.

### **6. Website:**

The SD41 website, **<https://fighting41.org>**, is a resource for SD41 members to find information and a platform to help advance the growth of SD41's goals. All major content changes for the website are reviewed and approved by majority vote of the communications committee before publication. Equal time and information will be posted on all candidates running for any given office in a year. All events for SD41, CD5, and CD4 will be posted on the calendar. Additional events may be added by the Webmaster(s) without the approval and vote of the communications committee. No updates will be published, including blog posts, without the knowledge of the Webmaster(s) who maintains the site links.

Website admins will be the elected officers of the SD41 executive committee (Chair, First Vice Chair, Second Vice Chair, Secretary, Treasurer, and Outreach and Inclusion) (the “Admins”)

The website content will follow the public Facebook guidelines outlined in this policy.

Blogs must be reviewed and approved by two (2) Admins before publication. Approved blogs will be posted within 24 hours of approval. Blog posts will not exceed seven (7) per week. Blogs will not directly advocate for a specific candidate unless that candidate is endorsed by the DFL or seeking endorsement. Blog posts from candidates seeking endorsement may not directly request funds and must include a disclaimer that the candidate is seeking endorsement of the DFL. Comments will be disabled for all blog posts.

7. **Video Production:** - to be added as this is developed.