



Social Media Policy & Executive Officer Guidance

DeMolay New Hampshire subscribes to, and adheres to the Social Media Policy of the Most Worshipful Grand Lodge of New Hampshire. The below is in addition to the Grand Lodge Policy

The New Hampshire DeMolay Executive Officer recognizes that the use of social media is growing and is an ongoing fact of life of today's technology. The New Hampshire DeMolay Executive Officer's goal is to support the regular use of social media. We understand that many Brethren are now connected by Facebook, Twitter, LinkedIn, Discord, and others. We as DeMolay are to be mindful however that our individual postings not only reflect our own character but that of DeMolay as a whole.

As such:

- A DeMolay should conduct himself as he would in front of the general public with courtesy
- A DeMolay, must be aware that his postings are a permanent record; therefore, his conduct may influence the world with a positive or negative opinion about him personally and about the organizations to which he belongs.
- A DeMolay should never use disparaging comments, profanity, etc. while posting; including, but not limited to, graphic video and audio recordings.
- DeMolay pages are to be supportive of the organization and its members, promote upcoming events, discussion of past events, video and photo sharing, discussion of times of fellowship, and promotion of DeMolay activities.
- A DeMolay should not use Social media to obtain personal advantage in promoting political, religious or business activities by targeting other DeMolays.
- There should never be discussion in regard to an application, background, or investigation of an applicant.
- There should never be discussion in regard to the ballot results of a candidate.
- There should never be discussion related to the Business of a Chapter and what is discussed behind closed chapter doors.

- We should seek Brother to Brother intervention. As a DeMolay you should advise a brother if something he has posted is improper within the framework of DeMolay

DeMolay advisors must be especially vigilant. This is a twofold responsibility. First in supervising the ongoing interactions on social media sites and secondly by participation on the social media sites. Trends, fads, gestures, etc. evolve very fast, especially for young people. Discuss observations with your fellow advisors or my executive management team. Don't assume the worst. Check it out, discuss and take appropriate action.

Ultimately, your actions as a DeMolay on these Social media sites should promote the highest standards of morality and integrity. Failure to follow this rule can result in disciplinary action. Posting a comment related to the DeMolay and then posting a disparaging comment about a social or political stance can easily be misconstrued by readers that your stance is representative of DeMolay and its members. Be mindful that the public and members of the DeMolay Fraternity are reading your posts on Social Media.