



Social Media Policy

1. PURPOSE

The purpose of this document is to emphasize the highly public nature of social media channels and to ensure that Freemasons use these powerful channels for public conversation in a responsible manner. Ultimately, your actions as a Mason on these Social media sites should promote the highest standards of morality and integrity. You should always be mindful of the penalties as described in the Alabama Masonic Code relating to trial, suspension, and/or expulsion for any un-Masonic behavior. Posting a comment related to the Fraternity and then posting a disparaging comment about a social or political stance can easily be misconstrued by readers that your stance is representative of Masonry and all Masons. Be mindful that the public and members of the Masonic Fraternity are reading your posts on Social Media.

2. SCOPE

This policy applies to posts made by Freemasons (under the Grand Jurisdiction of Alabama) on any social media platform, whether those platforms are open to the public (such as Facebook and Twitter) or just to Freemasons (such as “The Trestleboard” Masonic Forum as hosted by the Grand Lodge of Alabama).

3. DEFINITIONS

Term: Post

Definition: refers to any action taken on social media, whether sharing original content, making a comment on content someone else has shared (including 'liking' Facebook posts and Tweets), or re-sharing content to one's own connections.

Term: Social Media

Definition: Any and all computer based communication systems used to share digital content, posts, and media. (i.e. YouTube, Facebook, Snapchat, LinkedIn, Twitter, Instagram, etc...)

4. BEST PRACTICES

This section provides some guidance on the kinds of content to share using social media platforms. This is by no means an exhaustive list — rather, it is intended to stimulate the mind to consider what other types of content might be interesting to one's social media audience. That is to say, a Freemason may share

content or participate in conversations online as long as the content or conversation presents Freemasonry in a positive light and is relevant to the channel in which it is being posted.

5. SUBJECT MATTER

A Freemason may publicly share any Masonic content that contributes to a positive public image of Freemasonry, such as charitable work and events, good causes supported by Freemasons, and information about Masonic history.

Social media channels can also be used to share information only relevant to Freemasons, but care should be exercised to use a more restricted channel, such as a closed or secret Facebook group.

6. RESPONSIBILITIES

- a. A Mason should conduct himself as he would in front of the general public with courtesy for others.
- b. As a Mason, he 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.
- c. A Mason should never use disparaging comments, profanity, etc. while posting; including, but not limited to graphic video and audio recordings.
- d. Dishonorable content such as, but not limited to sexual, religious, racial, ethnic, and physical disability slurs will not be tolerated.
- e. Any message, posting, video, or other form of communication should conform to established Grand Lodge customs, by-laws and edicts.
- f. A Mason should be mindful of “ritual” postings on the web.
- g. Masonic pages are to be supportive of the organization and its members, promote upcoming events, discussion of past events, video sharing, and discussion of times of fellowship and promotion of Masonic bodies.
- h. A Mason should not use Social media to obtain personal advantage in promoting political, religious or business activities by targeting other Masons.
- i. There should never be discussion in regards to an application, background, or investigation of an applicant.
- j. There should never be discussion in regards to the ballot of a candidate.
- k. There should never be discussion related to the Business of a Lodge and what is discussed behind Tyled doors.
- l. Information about Lodge or District social activities must comply with the regulations already in place for them (for example: no reference to alcohol or games of chance).
- m. We should seek Brother to Brother intervention. As a Mason you should advise a brother if something he has posted is improper within the framework of our Grand Constitution, Rules and Regulations, etc.

7. CONSENT

By your membership as a Mason under the Jurisdiction of the MW Grand Lodge of Alabama, you consent to the Grand Lodge of Alabama Social Media Policy, as posted on the Grand Lodge's website.

8. SANCTIONS

To ensure our Fraternity represents itself to the highest standards, we believe that where possible, we must regulate our actions through Brother-to-Brother intervention. As a Mason, you have the responsibility to advise a Brother if you feel that what he has posted is improper within the framework of our constitution, laws, rules, regulations, edicts or social media policy as reflected herein. But you must be mindful that once an item is posted, it is still out there and can be used in the event that Masonic Charges are levied against you. All reported violations of this Social Media Policy shall be handled as any other Masonic Offense, as described in the Alabama Masonic Code & Edicts...

9. REFERENCES

The items listed below were used as a source for various parts of this assembled policy.

- a. United Grand Lodge of England – Social Media Policy
- b. Grand Lodge of New Hampshire, F&AM – Social Media Policy
- c. Grand Lodge of Illinois, F&AM – Social Media Policy
- d. Grand Lodge of Virginia, F&AM –Section 10.4 Social Media Policy