

**Lagotto Romagnolo Club of America**  
**Board Member Communication and Social Media Policy**

Last Update: November 2015

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**1. Objectives of this Policy.**

The LRCA Board members understand that while in a club leadership position they are representatives of the club within any public forums online or in person. The objectives for this policy is to outline and define the responsibilities of the Board members in areas of social media and communications to the membership or other organizations involved in the management or oversight of the club.

**2. Definition of Social Media.**

For the purpose of this policy, social media refers to the use of web-based and mobile applications used for social interaction and exchange of LRCA and member-generated content. Social media sites include, but are not limited to, Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Yahoogroups and Google+ or any other social networking or electronic information sharing platform. The LRCA social media sites are in place to increase member engagement, raise awareness of club events, increase web traffic to the LRCA website, recruit new members, and increase awareness of club activities and other offerings.

**3. Rules of Conduct for All Social Media.**

The LRCA strives to promote open, respectful platforms for member dialogue, engagement and interaction through its social media sites and through participation on other breed related social media sites. Board members understand that while they are in office they are representatives of the LRCA whenever they use social media sites regardless of the site owner. When participating in social media sites, LRCA Board Members agree not to:

- a. Transfer, modify, or commercially exploit the content of the club's social media sites, or any information or discussions posted therein, without prior permission from the LRCA
- b. Post advertisements for external businesses or spam the LRCA's social media sites or members
- c. Post comments or material that is disrespectful of the club or any members, offensive, defamatory, obscene or otherwise unsuitable or inappropriate
- d. Harass, inconvenience, cause distress to, or infringe on the rights of another person, including LRCA members, their families, club leadership and all social media site participants
- e. Use LRCA's social media sites or any information or discussions posted therein in any manner not consistent with these terms

#### **4. Handling correspondence or comments about the board or club business:**

- a. No correspondence pertaining to club business or motives directed to a board member will be answered except through this process:
  - The original communication is shared with the entire board and the response written or approved by the entire board. The board may make exceptions on a case by case basis, but only after being notified of the original communication and its need for a response.
  - The Corresponding Secretary will notify the sender that their communication (whether email or written) is in receipt, with an approximate response date.
- b. No responses to outside comments about the club or club management in, any social media outlet, will be answered by an individual Board member without the consent of the entire Board and with approved content.
- c. Communications with the American Kennel Club or any of its representatives should be carried out only by the President, Corresponding Secretary or the AKC Liaison/Delegate. Communications with departments associated to the work of a committee or an event (e.g. judges operations, etc.) shall be shared with the entire Board by the chair of the committee or event. Anyone with a need to contact a representative of AKC outside of this will seek approval of the President prior to any contact.

#### **5. Enforcement**

All Board members agree to abide by the terms, conditions and policies that belong to each specific social media site, conduct themselves in a professional manner, respect the views and opinions of others, and demonstrate respect for LRCA and its members, clients, guests, vendors, and competitors. All social media users should be aware that what you say on social media is permanent. Any active Board member posting content or engaging in activities outlined within this policy that may be considered disrespectful, dishonest, offensive, harassing or damaging to the interests, image and reputation of the organization, members or others may be subject to disciplinary action according to Section VI of the club bylaws.

LRCA and its representatives managing social media sites will listen and respond to feedback while communicating in a courteous and professional manner.

A violation of this agreement may be considered misconduct prejudicial to the club or the breed and can be addressed with charges outlined in Article VI, Section 2 of the clubs bylaws.