

Social Media Policy for Unified Libertarians of Massachusetts Political Action Committee (PAC)

Introduction

This Policy outlines the responsible use, creation, and management of social media platforms by the PAC, reflecting our commitment to libertarian values, free speech, and individual responsibility.

1. **Scope:** Applies to all social media accounts associated with the PAC, including but not limited to Facebook, Instagram, X, and YouTube.
2. **Ownership and Access:** The PAC retains official ownership of all social media accounts. Designated officials, including the Chair and Communications Director, maintain access for administrative efficiency.
3. **Responsibilities:**
 - a. **Officials:** Ensure content alignment with the PAC's goals, oversee account security and compliance.
 - b. **Members:** Engage responsibly, adhering to this Policy and platform guidelines.
4. **Content and Engagement:**
 - a. **Advocacy and Education:**
 - i. Engage in advocacy for libertarian views and promote discussions on principles that align with our mission.
 - ii. Foster the creation and sharing of educational content that informs the community about libertarian policies and philosophies.
 - iii. Support and promote candidates endorsed by the ULMA and the Libertarian National Committee.
 - b. **Prohibited Content:**
 - i. **Violence:** Calls to violence.
 - ii. **Inappropriate Content:** Do not post content that is pornographic or includes racial slurs.
 - c. **Marketing Restrictions:**
 - i. Unauthorized commercial activities, including the marketing or promotion of personal products and/or services, are prohibited. Any such activities require written consent from one of the following: ULMA's Chair, Vice Chair, or Communications Director.
 - d. **Platform Compliance:**

- i. Ensure all content follows the guidelines set by each social media platform, prioritizing peaceful, lawful expressions of viewpoints and engagement.
5. **Blocking Accounts:**
 - a. Consistent behavior towards official accounts that degrades, embarrasses, or paints the party in a poor light may be blocked by the users of the PACs accounts.
 - b. The blocking of any accounts by dues paying members or affiliates who are posting under their recognized name within the party (not anonymously) needs to be approved by the Communications Director. The member must be notified and actions taken in accordance with the Social Media Dispute Resolution Policy.
 - c. The blocking of anonymous accounts (e.g. anon, troll or parody accounts) is permissible. The communications director should be notified informally by the member who blocks the account.
6. **Security and Compliance:** Comply with all relevant laws, platform terms, and security practices, including the execution of the *"Unified Social Media Engagement and License Agreement"* by those involved in social media management. Passwords and account access are not to be distributed or changed without written consent by the Communications Director.
7. **Amendments and Dispute Resolution:** This Policy allows for amendments and provides a structured process for dispute resolution, adhering to the Committee's bylaws.

Agreement

By engaging with the PAC's social media accounts, individuals agree to abide by this Policy, committing to responsible and effective social media use.

This Policy may be amended by the PAC's governing body in accordance with its bylaws.

End of Policy