

## Social Media Policy

Sequoia Community Center employs social media for purposes of connecting with and informing the communities it serves. The SCC website, Facebook page, email distribution list and other forms of social media will be maintained by the SCC Board of Directors or designee and reflect the ongoing work of the Sequoia Community Center. While an important tool for the SCC, the guidelines below will help insure that the use of social media is professional, appropriate, and in keeping with the spirit of the Center.

### Purpose of Social Media

- to promote the SCC and its activities
- to inform the SCC community of items of local interest
- to encourage fundraising
- to build community involvement

### Guidelines for Using Social Media

1. Social media postings will align with the mission and vision of the SCC:

- Mission: To connect and create opportunities for the residents of Badger, Pinehurst, and Miramonte.
- Vision: To enrich our foothill communities and bring enhanced value and joy to mountain life.

2. As a non-profit, the SCC will not endorse, recommend, or promote for-profit enterprises or other non-profit groups who do not meet the SCC mission. The SCC reserves the right to acknowledge for-profit enterprises who support the Center through print or social media.

3. Social media postings must have a direct connection to the Sequoia Community Center, its work, its community, or its sub-groups.

4. Social media postings will be monitored for appropriate content and must adhere to the SCC Anti-Discrimination Policy. Postings that do not reflect that policy and/or the mission and vision of the SCC will be removed.