

## **Highpointers Foundation Social Media Policy**

The Highpointers Foundation recognizes the importance of the Internet connecting our constituents to each other and to our organization. The Foundation also recognizes the importance of sharing information and encouraging fellow climbers through interaction in social media. The Highpointers Foundation is committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media.

### **The Foundation's Official Presence on Social Media**

The Highpointers Foundation maintains a Facebook page and an Instagram page. All official social media accounts are managed by appointed volunteers.

*Note:* The Highpointers Club Facebook page(s) and affiliated group(s) are separate from the Foundation.

### **Foundation Values**

The Foundation strives to keep a strong and honorable community, and build trust by being open and transparent. It will share information including challenges, tips, and opportunities related to highpointing. The official Foundation pages will be used to share Foundation news about projects at highpoints, along with auctions, fundraising, events, and other relevant information.

### **Appropriate Content**

As a general guideline, posters should refrain from saying anything online that you wouldn't be comfortable seeing quoted in the media, being asked about by your mother, or having to justify to your boss. Content on official Foundation pages should not contain political messaging, swearing, or other potentially offensive, divisive, or off-topic content.

The Foundation maintains the right to determine what constitutes appropriate content, the decision of such will be final.

### **Add Value**

The Highpointers Foundation believes that sharing of information and experiences benefits the whole community. Feel free to share and discuss your experiences traveling and climbing. Any post shared on an official Foundation page must strive to provide accurate information.

### **Monitoring Policy**

Volunteers appointed by the Foundation shall regularly monitor all social media sites and take prompt corrective action when an issue arises which places, or has potential to place, the Foundation at risk. Such inappropriate content includes spam, advertising, offensive statements, inaccurate information, sensitive or confidential information, or unconstructive criticism of the Foundation or members of the Highpointing community. Posts that are threatening in nature or otherwise meriting greater concern will similarly be removed.

### **Responding to Negative Comments**

If users post criticisms of the Highpointers Foundation it will not outright delete or suppress such postings if they contain valid points to consider. The Foundation will correct misinformation, but will not engage in heated arguments. Often, the community will correct itself and step in to adjust inaccuracies or defend the organization. If this happens and is sufficient to resolve the issue there may be no need for an additional official response.

### **Privacy and Permissions**

The Highpointers Foundation will not publicly share sensitive information that it has on file for our donors such as phone numbers, addresses, email address, and payment information via social media, as those are not secure channels.

### **Additional Responsibilities of the Foundation**

While members of the community are invited to participate in online discussion, only volunteers of the Highpointers Foundation are authorized to post or comment on behalf of the Foundation itself. Foundation volunteers may comment and interact on their own providing it is in keeping with the rest of this policy.

Username and passwords for all social media will reside with a minimum of two Foundation volunteers. All with access to login information must agree not to change it without updating others who hold access rights.

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