

Central Florida Affiliate of Susan G. Komen for the Cure Social Media Guidelines

The Central Florida Affiliate of Susan G. Komen for the Cure supports the use of Social Media technologies to increase community involvement in Komen Central Florida and ancillary events that benefit Komen Central Florida. Social media is used to communicate with a variety of audiences, but may not be appropriate in all instances nor for all kinds of outreach.

The Central Florida Affiliate of Susan G. Komen for the Cure has established the following Social Media Community Guidelines to ensure all channels of social media are productive, positive and benefit our organization.

- **Be Gracious & Considerate:** We appreciate your involvement and welcome varying points of view that are appropriate on a social media platform. Posts must be relevant to the topic and respectful of others in the community. Communications that do not comply will be deleted or blocked.
- **Be Responsible:** You are personally responsible for the material you post. Carefully consider content; what you publish will be widely accessible for some time and in some cases, indefinitely. Material deemed to be-damaging, abusive, threatening, offensive, explicit or embarrassing to another entity will be blocked or deleted at our sole discretion. Material deemed to be private information belonging to any other individual or entity (phone numbers, e-mail addresses, date of birth, physical addresses, etc.) will be blocked or deleted at our sole discretion. The following posts will not be allowed: “SPAM,” chain letters, pyramid schemes, advertisements or business solicitations of any type, and posts meant to intimidate or harass an individual or entity.
- **Factual Information:** If something posted seems factually questionable, it may be deleted to avoid any negative repercussions. We provide truthful and factual communication in all of our posts, and we ask that you do the same.
- **Copyright & Fair Use Laws:** Make sure you have the right to use material before publishing. Always give proper credit for other’s work.
- **Usage Rights:** Posting and publishing to our site provides your implied permission to reproduce, republish and re-use your posted content.
- **Guideline Implementation:** Any content that does not comply with these guidelines will be removed, at our sole discretion. We reserve the right to block posts or users that violate these guidelines.

Our goal is to share information about our events and other opportunities, as well as educate and inform, and we encourage your feedback and thoughts. We do not allow for sales pitches and/or business advertisements. If you have any questions, please contact us at info@komencentralflorida.org.