



Veterans of Foreign Wars  
Department of Nevada  
Social Media and Internet Policy





# Veterans of Foreign Wars Department of Nevada Social Media and Internet Policy

November 6, 2019

## Scope

Generally, these guidelines set forth in this Social Media Policy should be applied to any online medium where information may reflect on the image of the VFW, any VFW Personnel and clients. This Social Media Policy applies to all forms of social media including, but not limited to; blogs, Facebook, MySpace, Wikipedia or other wikis, Twitter and LinkedIn. These guidelines also apply to any comments VFW Personnel may leave on others' blogs or Facebook pages, edits to wikis, responses to tweets, postings on message boards/forums, opinions on online polls or any product/services VFW Personnel might author or photos taken and tagged with themselves or others.

## Guidelines

### 1. The Internet is not anonymous, nor does it forget.

Everything written on the Web can be traced back to its author one way or another and very easily. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references.

### 2. There is no clear line between your work life and your personal life.

#### Always be honest and respectful in both capacities.

With the ease of tracing authors back from their posts and the amount of information online, finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link your personal writings to those you've done in a professional capacity. Always write as if everyone knows you. Never write anything you wouldn't say out loud to all parties involved.

### 3. Avoid hazardous materials.

Do not post or link to any materials that are defamatory, discriminatory, harassing, or indecent.

### 4. Don't promote other brands with the VFW brand.

Do not promote personal projects or endorse brands, political affiliation, causes or opinions when posting from a VFW or personal account using the VFW name or logo. Be sure to respect third party copyrights. If a personal opinion must be posted, clearly state to all readers that it does not represent the opinions of the VFW.

**NO ONE DOES MORE FOR VETERANS.**

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Department of Nevada  
PO Box 426  
Beatty, NV 89003-0426  
[www.vfwnv.com](http://www.vfwnv.com)

**5. Maintain confidentiality.**

Do not post any confidential or proprietary information regarding the VFW, its clients (e.g., client confidences, insider information, and VFW's financial information) and vendors. This also means that the personal information of the employees and other individuals associated with the services that we are delivering to our clients (e.g., members, applicants) and our own VFW Personnel should not be shared on or disclosed through social media under any circumstance.

**6. Don't pad your own stats.**

Do not create anonymous or pseudonym online profiles to pad link or page view stats. Also, do not comment on your own or another's posts to create a false sense of support.

**7. Always trackback.**

When reposting or referencing a post on one of VFW's online sites, provide a link to the original post or story.

**8. Identify yourself.**

Do not hide your Identity with a Post or District Name. Use of your Personal Identification is highly requested. When relevant, identify your affiliation with VFW and your area of concentration. This will add credibility to your profile and VFW's profile/communications and will increase the visibility of VFW and you personally.

**9. Post or District Social Identities**

The Post or District Webmaster may create a Post or District Accounts (Facebook, Twitter) for further distribution of their Post / District Activities. Postings to these accounts will be done by linking your Post or District Website Stories to your Post of District Fan Pages.

**10. Do not return fire.**

If a negative post or comment is found online about VFW or yourself, do not counter with another negative post. Instead, publicly offer to remedy the situation through positive action. Seek help from the State Adjutants office in defusing these types of situations.

**11. Do not offer or appear to offer legal advice.**

We should not give legal advice or otherwise form what can be perceived as attorney-client relationships in using social media. Formation of these relationships must be done only through our regular procedures to avoid conflicts and other ethical problems.

**12. No fundraising for ANY organization other than the VFW.**

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We agree that Wounded Warriors, Fischer House and other organizations are great causes however, they have never given anything to the VFW and using your Non-Profit status as a VFW to fundraise for another non-profit on this page will not be tolerated. (See #13 below).

**13. No Politics allowed.**

Addressing issues, YES... but post your political views on your own page, not here.

**14. Website Sponsorship** is acceptable under the following conditions:

- (1) Website Sponsorship must comply with VFW Manual of Procedure Sec.514.
- (2) Each Website Sponsorship must reflect the VFW Mission "*To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military and our communities. To advocate on behalf of all veterans.*", and the VFW Purpose per *Sec 230102 Of the Congressional Charter*, or at minimum not be in conflict with these goals. Any questions as to the suitability of a sponsor may be directed to the Department Webmaster. Disapprovals may be appealed to the Department Council of Administration for final decision.
- (3) Website Sponsorships will entitle a donor (company/organization) to a restricted access of a single isolated webpage which they control in accordance with our host/provider's Site Sponsor Module.
- (4) Department Website Sponsorship;
  - a. Website Sponsorship application are approved by the Department Webmaster.
  - b. If an application is in dispute all final decisions will be made by the Department's Council of Administration.
  - c. A sample application is attached to the social media policy.
- (5) Post Website Sponsorship;
  - a. Website Sponsorship must be approved by each Post.
  - b. If an application is in dispute, then it is reviewed by the Department Webmaster and if unable to be resolved it will be referred to the Department's Council of Administration for final decision.
  - c. A sample application is attached for Posts to use that is approved by Department.
- (6) The Department Webmaster has full authority to direct the removal of any questionable website sponsorship pages and if necessary to refer the issue to the Council of Administration for final decision.

**NO ONE DOES MORE FOR VETERANS.**

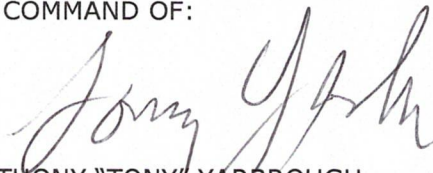
**15. Site Ownership and Passwords.**

- (1) All VFW Post, District, and Department Social Media Sites of all types to include Facebook, Twitter, blogs, webpages, or any other social media sites that represent any VFW location, whether or not started by a private individual or not, as long as it officially represents that location will follow the below policy.
- a. All login credentials will be provided to the Post Commander or designated representative upon setup and as Passwords are changed.
  - b. Billing information will be provided to the appropriate unit Quartermaster.

**SUMMARY:**

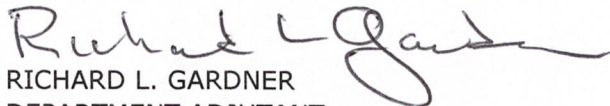
If in doubt about what you want to Post on this site, you may always contact the site webmaster ([webmaster@vfwnv.com](mailto:webmaster@vfwnv.com)) privately for an interpretation and authorization prior to posting.

BY COMMAND OF:



ANTHONY "TONY" YARBROUGH  
DEPARTMENT COMMANDER

OFFICIAL:



RICHARD L. GARDNER  
DEPARTMENT ADJUTANT

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**NO ONE DOES MORE FOR VETERANS.**



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WEBSITE SPONSORING AGREEMENT



VETERANS OF FOREIGN WARS DEPARTMENT OF NEVADA

This agreement is between the VFW Department of Nevada and the Sponsoring company with the description of the service that will be provided on WWW.VFWNV.COM website. Such service will follow our social media policy that is provided on our website. Any content not deemed compliant with said policy may be removed by the Department Webmaster. The Sponsoring company may make changes to the content to make it compliant, discuss the issue with the Department Webmaster, or request an appeal by our review committee.

VFWNV.COM will place the sponsor's fixed-sized logo (minimum 400x400 pixels) in a rotating banner placed on our main page that contains the sponsor's link to their webpage on our site. The sponsor will be provided a logon to their webpage exclusive of VFWNV.COM to make changes to their webpage at-will. All changes to the webpage must remain consistent with the original authorized sponsorship conditions unless approved in advance by the Department Webmaster. The Sponsor's logo must be provided in .jpg or .png [preferred] format to the Department Webmaster at webmaster@vfwnv.com.

Website security will randomly and sporadically scan for any malicious activity such as viruses, malware, etc., and if the sponsors webpage is found to be infected it will be removed without delay and the sponsor informed. Any violation of this agreement will result in removal of Sponsor's webpage until corrected and verified without any remuneration for any unposted lost time.

VFWNV.COM assumes no responsibility for Sponsors content or any result of user's activity. VFWNV.COM reserves the right to alter or modify this agreement upon notification.

Sponsorship is a minimum of Four Hundred dollars (\$400.00) for a one-year; 365 calendar days from date of payment. Checks to be made payable to "VFW State of Nevada".

All communications about service of the website can be directed to webmaster@vfwnv.com. Questions about billing can be directed to gm@vfwnv.com.

Veterans of Foreign Wars, Department of Nevada's is a 501(c)(19) Nonprofit Corporation, EIN 88-0055900.

Name of Business [Sponsor]

Date Received

Address

Date Approved - (Department Webmaster)

City, State, Zip

Date Posted to Website

Phone Number

Date Removed from Website/Reason

Signature of Company [Sponsor] Representative

VFW Sales Representative [Name]

Date

Sponsorship Amount

NO ONE DOES MORE FOR VETERANS.





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WEBSITE SPONSORING AGREEMENT



VETERANS OF FOREIGN WARS – POST XXXXXX

This agreement is between the VFW Post xxxxx and the Sponsoring company with the description of the service that will be provided on WWW.VFWxxxxx.ORG website. Such service will follow our social media policy that is provided on our website. Any content not deemed compliant with said policy may be removed by the direction of the Department Webmaster. The Sponsoring company may make changes to the content to make it compliant, discuss the issue with the Department Webmaster, or request an appeal by our review committee.

VFWxxxxx.ORG will place the sponsor’s fixed-sized logo (minimum 400x400 pixels) in a rotating banner placed on our main page that contains the sponsor’s link to their webpage on our site. The sponsor will be provided a logon to their webpage exclusive of VFWxxxx.ORG to make changes to their webpage at-will. All changes to the webpage must remain consistent with the original authorized sponsorship conditions unless approved in advance by the Post Webmaster. The Sponsor’s logo must be provided in .jpg or .png [preferred] format to the Post Webmaster at xxxxxxxx@vfwxxxxxx.org.

Website security will randomly and sporadically scan for any malicious activity such as viruses, malware, etc., and if the sponsors webpage is found to be infected it will be removed without delay and the sponsor informed. Any violation of this agreement will result in removal of Sponsor’s webpage until corrected and verified without any remuneration for any unposted lost time.

VFWxxxxxx.ORG assumes no responsibility for Sponsors content or any result of user’s activity. VFWxxxxxx.ORG reserves the right to alter or modify this agreement upon notification.

Sponsorship is a minimum of XXXXX Hundred dollars (\$XXX.00) for a one-year; 365 calendar days from date of payment. Checks to be made payable to “VFW POST XXXXXXXX”.

All communications about service of the website can be directed to xxxxxxxxx@vfwxxxxxx.org. Questions about billing can be directed to qm@vfwxxxxxx.org.

Veterans of Foreign Wars, Post xxxxxxx is a 501(c)(19) Nonprofit Corporation, EIN xx-xxxxxxxxxxxx.

Name of Business [Sponsor]

Date Received

Address

Date Approved – (Post Webmaster)

City, State, Zip

Date Posted to Website

Phone Number

Date Removed from Website/Reason

Signature of Company [Sponsor] Representative

VFW Sales Representative [Name]

Date

Sponsorship Amount

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