

Social Media

Purpose

Social media pages are created to broaden awareness of Northeast Tennessee Master Gardener Association (NETMGA) services, programs, and resources, and to engage with the community. The purpose of the social media policy is to ensure effective communication while increasing NETMGA's connection with the community of Tennessee Master Gardeners.

Definition of Social Media

Social media is defined as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)" per Merriam-Webster Dictionary. These platforms include but are not limited to Facebook, Instagram, Twitter, etc.

Community Guidelines

Comments, posts, and messages are welcome on NETMGA social media sites. Public comments and posts will be reviewed for relevancy and compliance with the Social Media Policy. Participation in NETMGA social media services implies agreement with all applicable policies. Comments and posts made on NETMGA social media do not imply agreement or endorsement of the association.

NETMGA reserves the right to reproduce public comments, posts, and messages made on social media in other public venues. Identifying information, other than first name, will be removed unless prior consent is granted by the user. However, the association will not collect, sell or knowingly transfer to any third party any personally identifiable information related to social media engagement with NETMGA.

NETMGA reserves the right to remove any content which violates these policies. Posts or comments which contain any of the following will be removed and the poster may be barred from posting any subsequent messages to the association's social media sites:

- Pictures of children (minors under age 18)
- Obscene or profane language or content
- Content that degrades others Personal attacks, insults, or threatening language
- False information that causes harm to an individual or organization
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Comments or links unrelated to the content of the forum
- Sexual content or links Inappropriate images or videos, including but not limited to those involving alcohol, nudity, and scenes of graphic violence
- Copyright, trademark, and intellectual property violations Commercial promotions, solicitation, or spam
- Organized political activity

Social media services that host our forms may also have their own policies and restrictions that may affect comments posted.

Appeal Process

Participants of NETMGA social media who have had their content removed or been prohibited from participating in the social media page(s) may submit a formal petition to the NETMGA Board to have the decision reviewed. To do so, the participant must do the following:

- submit in writing via email or traditional mail an explanation as to why their content does not violate the NETMGA Social Media Policy
- email petitions should be sent to: netmgamembership2013@gmail.com

Upon receipt, the Board President will review the appeal and provide a response via email or traditional mail within 7 business days. The President may confer with other Board members before deciding. If the President is unavailable to review the appeal within 7 business days, the appeal will be reviewed by the Vice-President using the same procedure.

If the appeal is upheld, the participant will have to repost the deleted content.