



Faces to Graves Foundation - Social Media Policy

By adhering to this social media policy, Faces to Graves Foundation can ensure that its online presence reflects its values, honors the memories of those who served, and engages the public in a meaningful way.

1. Purpose

This social media policy is designed to guide the social media activities of the Faces to Graves Foundation. Our goal is to foster a **respectful, inclusive, and informative** online presence that aligns with our mission to honor and commemorate the soldiers of the Allied forces buried at the Groesbeek Canadian War Cemetery.

2. Scope

This policy applies **to all volunteers, staff, and affiliated members** who manage, contribute to, or represent the Foundation on social media platforms, including Facebook, YouTube, Instagram, and any other online platforms that may be used now or in the future by the Foundation.

3. Guiding Principles

1. **Respect & Dignity:** Always uphold the dignity and respect of the soldiers, their families, and all those connected with the Foundation. Avoid sharing content that may be disrespectful or offensive.
2. **Accuracy:** Ensure all information shared is accurate, well-researched, and properly sourced. Misinformation or speculative content should not be posted.

3. **Inclusivity:** Foster an environment that is welcoming to all, regardless of nationality, ethnicity, or background. Be sensitive to cultural differences, particularly when engaging with international audiences.
4. **Transparency:** Be clear about the Foundation's role and objectives. When engaging with the public, represent the Foundation honestly and avoid conflicts of interest.
5. **Engagement:** Encourage positive engagement with our followers. Respond to questions and comments in a timely and respectful manner and foster constructive dialogue around the Foundation's mission.

4. Content Guidelines

1. **Tone & Voice:** Maintain a respectful, formal tone that reflects the solemn nature of the Foundation's mission. Avoid overly casual language, and ensure all posts are in line with the Foundation's values.
2. **Visuals:** Use images and videos that are respectful and appropriate. When sharing photos of gravesites, ceremonies, or historical documents, ensure that they are of high quality and properly credited.
3. **Storytelling:** Focus on sharing the life stories of the soldiers in a manner that is respectful and honors their memory. Avoid sensationalism or any form of exploitation.
4. **Privacy:** Respect the privacy of the soldiers' families and descendants. Obtain necessary permissions before sharing personal stories or images that include living individuals.

5. Platform-Specific Guidelines

1. **Facebook:** Use Facebook to share stories, events, and updates about the Foundation's activities. Engage with followers through comments and messages, ensuring all interactions are respectful and on-topic.
2. **YouTube:** Share video content that aligns with the Foundation's mission, such as documentaries, interviews, or recorded ceremonies. Ensure all videos are edited to a professional standard and are accompanied by accurate descriptions and captions.
3. **Instagram:** Utilize Instagram for sharing high-quality images and short videos that highlight the Foundation's work. Focus on visual storytelling, using appropriate hashtags to reach a broader audience.

6. Interaction & Moderation

1. **Comment Moderation:** Monitor comments regularly to ensure they adhere to our community standards. Remove any comments that are disrespectful, irrelevant, or offensive.
2. **Crisis Management:** In the event of a negative comment or social media crisis, respond promptly with a calm and measured approach. If necessary, escalate the issue to the Foundation's leadership for further guidance.
3. **Engagement with Media:** Any engagement with media inquiries via social media should be handled by designated individuals within the Foundation. Do not make statements on behalf of the Foundation without proper authorization.

7. Compliance & Training

1. **Legal Compliance:** Ensure all social media activities comply with relevant laws, including copyright, privacy, and data protection regulations.
2. **Training:** Provide training on demand if necessary, for all volunteers and staff involved in social media activities to ensure they understand this policy and can effectively manage the Foundation's social media presence.

8. Review & Updates

This policy should be reviewed annually or as needed to ensure it remains relevant and effective. Any updates should be communicated to all members involved in social media activities.