



ORIENT OF
NORTH CAROLINA

SCOTTISH RITE

OF FREEMASONRY • SOUTHERN JURISDICTION, USA

SOCIAL MEDIA POLICIES & PROCEDURES



Facebook



Instagram



YouTube



Pinterest



X



LinkedIn





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INTRODUCTION

These guidelines assist Orient officers, Valley representatives, Committee Chairs, volunteers, and consultants in making appropriate decisions when managing or developing social media on behalf of the Orient of North Carolina Scottish Rite (hereinafter "Orient") or the RiteCare Scottish Rite Childhood Language Program (RiteCare SRCLP). They also advise individuals who list an Orient or RiteCare SRCLP affiliation on personal profiles on how to separate personal conversation from official representation.

These guidelines complement existing Orient bylaws, Valley procedures, and the North Carolina Scottish Rite Masonic Foundation (hereinafter "NCSRMF") policies. In case of conflict, the controlling document is the Orient Bylaws, Valley Standing Resolutions, or NCSRMF Social Media Guidelines, as applicable.

The Orient maintains three official social media outlets:

1. Facebook – Orient page and RiteCare SRCLP page
2. LinkedIn – RiteCare SRCLP company page
3. YouTube – Orient channel

This document covers:

- Guidelines for all official engagement
- Guidelines for Valley or program use
- Safeguards for Authorized Administrators & Appointed Leaders
- Guidelines for personal use
- Contact for help



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GUIDELINES FOR ALL OFFICIAL ENGAGEMENT

These rules apply to any use of social media bearing the name, emblem, or identity of the Orient of North Carolina Scottish Rite, any Valley, or RiteCare SRCLP, whether by staff, appointed officers, or volunteers with posting rights.

- 1. Adhere to Core Documents.**
 - Follow the Orient Bylaws, Valley procedures, NCSRME/Orient Operational Standardss, and the Scottish Rite Code of Conduct.
- 2. Identity & Account Creation**
 - Use only approved names, logos, and emblems per the Southern Jurisdiction Brand Guidelines (available from the Orient Secretary or Strategic Communications Chair).
 - No new accounts bearing “North Carolina Scottish Rite,” a Valley name, or “RiteCare SRCLP” may be created without written approval from the SGIG/Deputy (for Orient/program/Valley accounts).
 - Existing unapproved accounts must be transferred to official control or deleted within 30 days.
- 3. Conflicts of Interest**
 - Avoid any appearance of using Orient or RiteCare SRCLP resources, relationships, or platforms for personal gain. Do not promote personal businesses, political candidates, or outside charities on official pages.
- 4. Commercial Partners**
 - Do not endorse clinics, vendors, or sponsors beyond simple factual announcements of support (e.g., “Thank you to XYZ for hosting our screening”). No disclosures of Amount given or received any any kind (photo, video, written). No paid ads, sponsored posts, or “advertorials” using Orient or RiteCare SRCLP marks.
- 5. Confidentiality**
 - Never post donor lists, patient information, internal financials, clinic grant related programs or sponsorships, or unreleased schedules. When in doubt, contact the SGIG/Deputy of North Carolina or Orient Social Media Chair.
- 6. Privacy & Personally Identifiable Information (PII)**
 - Do not post names, photos, or stories of children receiving RiteCare SRCLP services without signed parental release on file. Orient/NCSRME, **Follow Compliance guidelines of grantees without exceptions—when in doubt, leave it out.**
- 7. Intellectual Property**
 - Obtain permission for any third-party music, video clips, or photos. Credit Scottish Rite photographers when using their images (provide backlink if applicable).
- 8. Political & Religious Activity - ZERO TOLERANCE**

Violation = **Masonic offense** → immediate removal from Comms Team + report to SGIG

 - **Official pages never express political or religious opinions, endorse candidates, or share partisan content.**
 - **Personal political or religious posts must not tag @ncscottishrite, any Valley page, or use Orient/Valley emblems.**
 - **No campaign ads, candidate photos, or party logos** — even if a Brother is running.
 - **No “prayer requests” that name denominations** (e.g., “Baptist church fire” → say “house of worship”).
 - **No sharing of external political/religious memes, videos, or petitions** — even with “personal disclaimer.”
 - **All posts must be approved in advance** if they touch charity, community, or public figures.
- 9. Good Judgment**
 - Posts live forever and travel far. **Draft, sleep on it, then post.** Avoid humor that can be misread. Never post when angry.
- 10. Account Security**
 - Use strong, unique passwords store with the Orient-approved password manager.
 - Enable two-factor authentication.
 - Register accounts with @ncscottishrite.org (Orient/Valley) email addresses only.
 - Limit admin access to the minimum necessary individuals.
 - Have a written hand-off plan when admins change.
- 11. Dormant Accounts**
 - If a Valley or committee stops using an approved account, notify the Orient Secretary within 14 days to archive or delete it.



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GUIDLINES FOR VALLEY OR PROGRAM USE

All rules " Guidelines for All Official Engagement", plus:

1. You Represent Us

- Every post reflects on 32° Masons statewide and the children we serve. Write professionally, warmly, and on-brand.

2. Channel-Specific Content

- **Facebook:** Event photos, reunion reminders, RiteCare SRCLP success stories (with permission).
- **LinkedIn:** Professional announcements, clinic partnerships, staff milestones.
- **YouTube:** Degree exemplifications (public portions only), educational videos, RiteCare SRCLP explainers.

Do not cross-post everything—tailor the message.

3. Staffing

- Only SGIG/Deputy appointed officers or staff may be page admins. Volunteers may schedule posts but not hold sole ownership.

4. Comment Moderation

- Welcome discussion.
- Delete comments that: reveal private data, spam, libel, threaten, or are obscene.
- Screenshot threats and forward to the Orient Personal Representative or SGIG/Deputy.

5. Paid Advertising

- Avoid platforms hosting hate speech, graphic violence, or illegal content. Review ad placements weekly; pause any that appear on objectionable sites.



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SAFEGUARDS FOR AUTHORIZED ADMINISTRATORS & APPOINTED LEADERS

All rules in prior sections apply. The following are non-negotiable for anyone with login credentials, posting rights, or editorial control over any official Orient or Valley, or RiteCare SRCLP social media account.

1. Written Delegation Required

- Admin rights are granted only by signed letter or email from:
 - SGIG/Deputy (Orient/RiteCare SRCLP)
 - Orient Personal Representative (Valley pages)
- The letter must specify: platform, handle, level of access (e.g., editor vs. full admin), and expiration date (max 24 months).
- Keep the letter on file with the Orient Secretary or Social Media Chair.

2. Annual Re-Certification

- Every January, all admins must re-affirm in writing (email OK) that they have read the current Social Media Guidelines and agree to comply.
- Failure to re-certify = automatic removal of access within 7 days.

3. No Sole Control

- **Never** be the only admin on any account.
- Minimum: **two active admins** per platform (one primary, one backup).
- Backup admin must be a different Valley or staff member, not a spouse or immediate family.

4. Content Approval Workflow

- **High-risk posts** require pre-approval by the SGIG/Deputy and/or Social Media Chair:
 - Any video or photo containing children
 - Any post mentioning a specific donor by name
 - Any post announcing a new clinic partnership or funding
- Use a shared Google Doc folder "Social Media Drafts" (link provided by Social Media Chair) for review.

No post goes live until "APPROVED" comment is added.

5. Audit Log & Monthly Review

- Use the platform's native activity log (Facebook Page Insights, YouTube Studio, LinkedIn Admin) to export a monthly screenshot of:
 - Posts published
 - Admins added/removed
 - Scheduled posts

- Email the PDF to socialmedia@ncscottishrite.org (Orient) by the 5th of each month.

6. Immediate Revocation Triggers

Access is **immediately revoked** (and may lead to discipline under Orient Bylaws) for:

- Posting without required pre-approval (see #4)
- Sharing login credentials with anyone, including family or assistants
- Failing to remove spam/threats within 4 hours of notification
- Using the account for personal promotion (e.g., real estate, MLM, political campaign)
- Refusing to delete a post when ordered by the SGIG/Deputy, Personal Representative or Social Media Chair

7. Hand-Off Protocol on Exit

- When you step down, are replaced, or leave the Orient/Social Media Team:
 1. Notify the granting authority in writing 14 days prior.
 2. Remove yourself as admin within 24 hours of your last day.
 3. Provide the new admin with the latest password (via Orient password manager only).
- Failure to hand off cleanly = referral to the Orient Grievance Committee.

4. Training Requirement

- All new admins must complete a **30-minute live or recorded training** with the SGIG/Deputy or Orient Social Media Chair within 14 days of receiving access.
- Topics: brand guidelines, child privacy, comment moderation, security basics.
- Certificate of completion filed with the Orient Secretary.



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GUIDELINES FOR PERSONAL USE

These rules do not restrict protected speech about Masonic working conditions.

1. Personal Liability

- The Orient, NCSRMF and RiteCare SRCLP are not responsible for content on your private accounts. Do not speak “as” the Orient and/or NCSRMF unless explicitly authorized in writing by SGIG/Deputy.

2. Affiliation Disclosure

If you list “SGIG Staff,” “Orient Chair,” “Personal Representative,” “Valley Secretary,” or “RiteCare SRCLP of North Carolina Volunteer” in your bio:

- Add: “Views are my own and not official statements of the Orient of North Carolina Scottish Rite.”
- Never tag official pages in personal political or controversial posts.

3. Marks & Emblems

- No personal use of any of the Registered Trademark logos; 32° double-headed eagle, 33° double-headed eagle, or RiteCare SRCLP logo without written permission.
- **Degree designations (32°, 32° KCCH, 33°, etc.) are personal honors and may be displayed on your private profile or signature only in a factual, non-promotional manner** (e.g., “John Doe, 32° KCCH”).
 - **Prohibited:** Using degree symbols in images, graphics, memes, or merchandise that could imply official endorsement.
 - **Prohibited:** Combining degree symbols with Orient or RiteCare SRCLP logos, or using them in any way that suggests you speak for the Orient.
 - **Prohibited:** Displaying degree symbols on vehicles, business cards, or professional materials unless explicitly authorized by the SGIG/Deputy or Orient Personal Representative.



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CONTACT FOR HELP

Getting Help

1. Orient Social Media Accounts (Facebook) - Contact socialmedia@ncscottishrite.org
2. RiteCare SRCLP of North Carolina Accounts (Facebook and LinkedIn) - Contact socialmedia@ncscottishrite.org
3. Brand/logo questions - Contact publicrelations@ncscottishrite.org



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ACKNOWLEDGMENT OF RECEIPT AND UNDERSTANDING

Social Media Policies and Procedures • Orient of North Carolina, Scottish Rite of Freemasonry, SJ, USA

(Applicable to Employees and Volunteers)

I, _____

(Full Name – Please Print)

hereby acknowledge that on _____ (Date) I have received a copy of the Social Media Policies and Procedures of the Orient of North Carolina Scottish Rite (hereinafter referred to as “the Policy”).

I understand that, as an employee or volunteer of the Orient of North Carolina Scottish Rite, it is my responsibility to read, understand, comply with, and ask questions about anything I do not understand in the Policy.

Specifically, I acknowledge and agree to the following:

1. I have received and read the Social Media Policies and Procedures in their entirety.
2. I understand the standards, guidelines, and rules contained in the Policy and agree to abide by them at all times when using social media in any capacity that identifies or could reasonably be associated with the Orient of North Carolina Scottish Rite, its Valleys, bodies, officers, members, or activities.
3. I understand that violations of this Policy by employees or volunteers may result in disciplinary action, up to and including termination of employment, termination of volunteer status, suspension or expulsion from the Scottish Rite, removal from appointed or elected office, or other measures deemed appropriate by the Sovereign Grand Inspector General or his designee.
4. I understand that the Policy may be amended from time to time, and I will be notified of any updates. My continued employment or volunteer service constitutes acceptance of any such changes.

By signing below, I confirm that I fully understand my obligations under the Social Media Policies and Procedures and agree to comply with them in my capacity as an employee or volunteer.

Signature: _____

Date: _____

Please check the applicable box:

Employee Volunteer (unpaid)

Position/Title (if applicable): _____

Department, Valley, or Body (if applicable): _____

Please return the signed to:

Office of the Strategic Communications:

publicrelations@ncscottishrite.org