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Madhya Pradesh Association of Atlanta (MPATL) Social Media Guidelines Document

Version	Revision Date	Revised By	Role	Remarks
1.0.0	11/10/2022	Anurag Saxena/Sachin Keshari	President /IT Director	Initial Draft

Brief

Social Media Plays a vital role in Today's World. We use social media for each and everything from starting of the day to end of the day. There is hardly any person who is not on social media and Madhya Pradesh Association of Atlanta (MPATL) has used social media to establish, gather and collaborate with their patrons starting from setting them up till today and will continue to use various Social Media Platforms going forward.

Recognized Social Media Platform

- **WhatsApp and Telegram**

MPATL currently uses WhatsApp owned by Facebook INC for its day-to-day activities and is in process of Migrating to Telegram APP for future instant Messaging. This is Primary means of communication and reaching out to executive directors (President, General Secretary, Treasurer, Public Relation Director, Cultural Director, IT Director)

- **Facebook**

This is another Social Media Platform which MPATL uses for frequent Updates. MPATL patrons follow our page which is hosted on below URL.

<https://www.facebook.com/100083171050297/posts/141733848608983/?flite=scwspnss>

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- **YouTube**

MPATL uses YouTube owned by Google/Alphabet INC to host Video recording of its events.

- **Gmail**

MPATL uses Gmail to send and receive emails between various Executive Directors and to contact Volunteers and Sponsors.

- **Twitter**

MPATL has created a Twitter Handle which is not being used Frequently for communication.

Access

Email access is provided to all Executive Directors, but Other social media Platform is limited to following

- President
- Information Technology Director
- Cultural Director
- Public Relation Officer

Note

MPATL does not use any Social Media platform to spread hatred or be biased toward one religion, caste, creed, or Sex. IF any such messages are being spread in the group, the ownership and consequences belongs the individual author and MPATL executive directors are and will not be hold responsible in any circumstances. At the same time, its responsibility of MPATL executive Directors to ensure such messages are being avoided in all Possible manners. Executive Directors are also equally responsible to ensure that there are no marketing messages/ Spamming in group. Executive directors are allowed to share flyers of Sponsors in Social Media Platform. It's also responsibility of Executive Directors to ensure that access to the above-Mentioned Social Media Platform is limited to Executive Directors and cannot be shared with Subcommittee in any near future and it's their responsibility to change password of these platform every 3 months.

Do's and Don't

Be respectful

Be respectful to your audiences. Please do not post anything that would hurt any individual or groups sentimental values

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Get your facts right

We appreciate the information you share with the community but please ensure that you are providing accurate and authenticated information so that you are not sharing any incorrect information with the group.

Be mindful of public image

The messages, photos, videos and documents you post in our official social media platforms not only carrying your image but also our community's. Please be mindful of what details you post in the groups, it could be viewed by parents, kids and all our community members.

Use your best judgement

Remember there may be consequences to what you post, so consider your content carefully. If you are about to post something that makes you the slightest bit uncomfortable, review these guidelines and think about whether to post the material.

Religious Postings

Posting information about religious activities is acceptable if at all if it is spreading positive energy. It is not acceptable if it would hurt the sentiments of an individual or any religious groups.

Advertisements

Post messages or advertisement related to individuals, partners and companies that promote our MPATL community. Personal and Copyrighted information Please refrain from posting any personal information on our social media platforms. Also, do not share any documents, photos, audio, video and any other files that are copyrighted.

Standards for appropriate conversation

Although online conversations on social media sites are often casual, they must remain professional and respectful. Comments on the social media are monitored to ensure compliance with the social networking guidelines. Inappropriate messages and comments will be asked to be removed from the platform and in case repetitive actions of the member he/she will be removed from the social media groups.

Content that will be deleted includes:

- o An advertisement for a commercial business which does not support MPATL
- o Libelous, slanderous, inflammatory or defamatory comments
- o Vulgar, racist or sexist slurs
- o Obscenities
- o Comments pertaining to violence
- o Hatred messages regarding any individual or group or religion
- o Non-authenticated and Incorrect information

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- o Comments that are not respectful
- o A commenter who is misrepresenting himself/herself

It is everyone's responsibility in the organization to follow these guidelines and please do not engage personally in confronting the members violating any of these guidelines. If you find any of the guidelines being violated, please bring it to any of our board member's attention and they would discuss and take it up with the respective member offline.