



**DEPARTMENT OF SOUTH CAROLINA
AND ALL SOUTH CAROLINA POSTS
THE SONS OF THE AMERICAN LEGION DETACHMENT OF
SOUTH CAROLINA
AND ALL SOUTH CAROLINA SQUADRONS
THE ALRSC AND ALL SOUTH CAROLINA CHAPTERS
AND ALL AMERICANISM YOUTH PROGRAMS**

Approved by The American Legion

Department of South Carolina

Executive Committee

9/29/25

SOCIAL MEDIA GUIDELINES

The purpose of The American Legion Department of South Carolina of producing Guidelines is to provide practical advice for social computing for members and employees of the Department.

What is The American Legion Social Media Policy?

Content communicated via internet-based accounts, social media websites and electronic blogs cannot divulge private information about an individual, including a person's contact information or medical information without express permission. Posting private information about others can be a criminal offense.

What does a non-governmental organization (NGO) mean for the American Legion?

The American Legion is a nonpartisan non profit organization with great political influence spread by its grass-roots involvements in the Legislation process from local districts to Capitol Hill.

These guidelines apply to the Sons of The American Legion; American Legion Riders of South Carolina and to all Americanism youth programs that currently have or would like to have a website or other online social media platform.

All social medial outlets must have a link to the Department webpage and must be available to be viewed by all members of the public, not restricted to a members only site.

This policy includes social media platforms and webpages for the following.

The American Legion Department of South Carolina and all American Legion Posts in South Carolina

The Sons of The American Legion Detachment of South Carolina and all South Carolina Squadrons

The American Legion Riders of South Carolina (ALRSC) and all ALR Chapters in South Carolina

All Americanism Youth Programs

THE GUIDELINES ARE AS FOLLOWS:

KNOW:

- A. Know and abide by The American Legion's principles when participating on social computing networks/platforms. The Four pillars of The American Legion.
- B. Understand that you are personally responsible for any content you publish, regardless of whether or not you believe your publication is "anonymous." You should also understand that once published, content is immediately public and permanently available to others.
- C. Do not misidentify yourself or your relationship with The American Legion. Make it clear that you are speaking for yourself and not on behalf of The American Legion and or any other entity that has not authorized you to do so.
- D. Use a professional, yet friendly voice that positively represents The American Legion.

- E. Know your audience and understand your mission. Make sure that your mission reflects The American Legion's Four Pillars – Veterans Affairs & Rehabilitation, National Security, Americanism, and Children & Youth.
- F. Know your content and post relevant content that will attract a more engaged audience.
- G. Be strategic about your social media to increase every element of social media within your American Post, District and Department.
- H. Must have two (2) Administrators' information provided to the Department.

RESPECT:

- A. Respect all relevant laws, including copyright and defamation laws.
- B. Copyright infringement is a serious matter and can be very costly. The general law of copyright gives copyright owners the exclusive right to reproduce, distribute, create derivative works, and publicly perform and display their works. There are exceptions to this general rule, but these exceptions are often misunderstood. As a good rule of thumb, you should not necessarily assume that you may use content created by others simply because:
 - 1. You believe that the content is in the public domain
 - 2. The original content is publicly available elsewhere.
 - 3. Your use is for the purpose of criticism, commentary, education.
 - 4. The content is newsworthy.
 - 5. Or others are using the content without apparent consequences.
- C. To protect from allegations of copyright infringement, consider seeking written permission from copyright owners to use their content. Also, consider linking to original content rather than copying the content as linking generally not implicate the exclusive rights of copying owners.
- D. Defamation is generally any false communication that harms a person's reputation, decreases the respect, regard, or confidence in which a person is held; or induces disparaging, hostile, or disagreeable opinions or feelings against a person. Defaming others is against the law and can have serious consequences.
- E. Always respect a person's privacy and of others. Do not divulge any information of others, or publish any content that is defamatory, obscene, pornographic, abusive, offensive profane, or otherwise violates the rights of others which can be a criminal offense.

PROPER CONSIDERATION:

- A. Always have consideration and demonstrate proper restraints / attitudes regarding sensitive topics that may be considered objectionable or inflammatory to others. This could include such items like politics and religion.
- B. As a general rule, you should never quote more than short excerpts of someone else's content, and you should always cite the author. You should not plagiarize or mislead others as to the source of the content. If possible, provide a link to original content.

AMERICAN LEGION EMPLOYEES:

- A. The American Legion Department of South Carolina respect the right of employees to use social networks for self-publishing and self-expression. However, employees must also follow our organizational guidelines.
- B. As a Legion employee, your commentary is not only a direct reflection of you personally but also our brand. Commentary that is considered defamatory, obscene obscene, proprietary, or libelous by any offended party could subject you to personal liability and damage the Legion's reputation. Once it's on the Internet, it's there forever.
- C. We do not distinguish between "person time" and "work hours" usage, or personal devices and organization provided equipment. You, the employee, is at all times a representative of The American Legion Department of South Carolina regardless of how or when you are posting on social media.
- D. Engaging with and sharing content post by the Legion branded accounts is encouraged and appreciated.
- E. Personally engaging with Legion stakeholders (donors, volunteers, offices, sponsors, vendors, etc.) is encouraged and appreciated.
- F. Representing yourself as Legion employee on your personal profiles is encouraged.
- G. Using social media during "work hours" is left to the discretion of your supervisor, and any social media usage that distracts from work responsibilities will not be tolerated.
- H. Have a problem at work? Work it out at work. Airing your personal grievances on social media rarely leads to positive outcomes. Remember, all employees represent the American Legion Department of South Carolina.
- I. Any harassing, any threatening, any discriminating against or disparaging any individual through social media will not be tolerated. Any employee sharing photographs of other employees, clients, vendors, suppliers, or Legion members without their permission through social media is prohibited.

- J. Employees will contact the Department Adjutant immediately if contacted by the media or press about any post that relates to Legion business.

VIOLATIONS:

- A. Any of the guidelines listed in this policy that are violated will be subject to corrective counseling and may result in disciplinary action, up to and including termination. Where if it deems necessary, the Department will advise the appropriate officials of any violations of law.
- B. If the employee becomes aware of any violations of this policy, the employee should immediately report the violation to his/her supervisor or the Department Adjutant.
- C. Nothing in this policy is intended to create a contract of employment or for the provision of any benefit, and this policy does not in any way alter the “at will” nature of employment with our organization.

SOURCES FOR THESE GUIDELINES:

National American Legion website: Legion.org

The American Legion Department of Texas website: <https://txlegion.org/>

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The American Legion Department of South Carolina strongly encourages everyone to take the following training to help you understand the Mission of The American Legion Family.

“Basic Training” formerly known as “American Legion Extension Institute Course”

<https://register.legion.org/alei>

Finally, please provide technical information for your Detachment, Squadron, ALRSC, Chapter or Americanism website on the form found at <https://www.southcarolinalegion.org> under the “Members” Link and then the “Forms and Publications Link.

Thank You



The American Legion Department of South Carolina

Website & Social Media Guidance

Website & Social Media Notification

Post / Squadron / ALR Chapter # _____

Americanism Program _____

Website Address: _____

Facebook Address _____

Other Social Media Platform _____

Other Social Media User Name _____

Administrator # 1 Name: _____

Email: _____

Cell #: _____

Administrator # 2 Name: _____

Email: _____

Cell # _____

Please send to: deptsc@southcarolinalegion.org

Thank you