



## **District Grand Lodge of Cyprus and District Grand Chapter of Cyprus**

### **Social Media Policy and Guidelines**

The District Grand Master has considered the subject of Social Media and decided to adopt a policy that mirrors the United Grand Lodge of England social media policy in its current form and as may be amended from time to time. The said UGLE policy is available from the Grand Secretary's office or online at <https://www.ugle.org.uk/2-uncategorised/292-social-media-policy-guidelines> and is also available from the District Grand Secretary's office.

The Guidelines set out below are incorporated into the District Grand Lodge of Cyprus Social Media policy and must be read in conjunction with the UGLE policy.

#### **USER SCOPE**

When posting on social media platforms, it is important to remember to adhere to the UGLE Digital Ambassadorship guidelines set out in the UGLE policy. This provides guidance to enable the user to use these platforms effectively and properly. The user must be cautious because incorrect use of social media can bring Freemasonry into disrepute, and may even result in disciplinary action.

The UGLE Digital Ambassador and Best Practice sections are included for ease of reference at Appendix A below.

## SOCIAL MEDIA AND FACEBOOK

1. The District Grand Lodge of Cyprus (DGL Cyprus) shall create and maintain a District Facebook page.
2. Private Lodges and Chapters in the District are permitted (but not compelled) to have social media accounts, such as Facebook, in their Lodge or Chapter name. The decision whether or not for a particular Lodge or Chapter to open a Social Media account rests with the WM or the Chapter Z, as the case may be.
3. Any private Lodge or Chapter that intends to create a Social Media account must inform DGL Cyprus so that the prospective Facebook page template will be delivered to such Lodge or Chapter by the DGL Cyprus and handed over to the lodge with all policies applied. The policies applied upon delivery will allow the moderation of users and their comments or/and posts and will be as follows:
  - a. The Facebook Page privileges:
    - i. Administrators: 1 District appointed, and one 1 Lodge appointed.
    - ii. Editor/s: Lodge Appointed.
  - b. Keep the page information updated.
  - c. Do not enable the map feature. (Fig. xx).
  - d. Keep profanity filter ON-STRONG (Fig. xx)  
<https://business.facebook.com/help/131671940241729>
  - e. Keep Page Moderation updated, and keep the ones you already have in it. Feel free to update further.
  - f. Visitor Posts: Allow Visitors to the Page to publish posts, photos and videos. Keep the Review of these posts enabled. (Fig xx).
  - g. Disable both tagging abilities. "Tagging Ability" & "Others Tagging this Page". (Fig xx).
  - h. Age restriction should be set to XXX

## LODGE ADMINISTRATOR DAILY TASKS

Moderate posts & comments and approve or reject them according to the UGLE Digital Ambassadorship set out in the UGLE policy.

The Traffic Light System below determines best practice as to when to act.

## TRAFFIC LIGHT SYSTEM - WHEN TO ACT

LEVEL	Type	Action
WAIT	Before acting, seriously consider the benefits of allowing conversation to follow its natural path, as social media is considered a natural form of communication. If however, a comment or activity does require input from the Page Administrator, then ensure comments are positive and respectful– the aim is to achieve a positive outcome, not to win	
GREEN	Trivial comment	Respond only if appropriate
	Enquiry within knowledge base	Respond
	Contravening content	Screenshot Conversation/Comments and add to Social Media Database then delete/hide on platform
	Spam	Mark as spam
Orange	Enquiry or low level complaint <b>outside</b> of knowledge base	Email the appropriate Social Media Committee and request a written response Where possible respond publically and state that “further enquiries or concerns can be directed to marketing@cyprus-freemasons.org.cy
	Enquiry or low level complaint <b>within</b> knowledge base	Respond publically and state that “further enquiries or concerns can be directed to marketing@cyprus-freemasons.org.cy
Red	Posts/ Comments that evoke inflated <b>negative</b> fan interaction <b>from</b> Brethren	Screenshot and Delete Post and Contact the party responsible for posting. Investigation will happen as to why such post was put on Social Media.

## **Appendix A**

The UGLE Digital Ambassador and Best Practice section, adopted by the District Grand Lodge of Cyprus, are the following:

### **“DIGITAL AMBASSADORSHIP”**

As a citizen every Freemason has a duty not to engage in conduct which is contrary to the law of the land. As a Freemason he also has a duty not to engage in activity which may bring Freemasonry into disrepute.

Excerpt from Rule 179 of the Book of Constitutions

It is important to note that any interactions a Freemason has on social media may be visible to anyone in the world, for, while it is possible to restrict the audience of one's posts, it is not possible to control how someone will react to them. A private post can easily be shared and reposted publicly by anyone who has access to it. Even if an original post is deleted or edited, someone could already have shared it in its original form. As far as social media are concerned, everything one does or says is permanently recorded, and there is no such thing as a truly private post.

Therefore, acting as an ambassador for Freemasonry online is part of a Freemason's duty. Rules (civic and Masonic) and expectations that apply to one's daily conduct apply equally within the digital sphere, as comments may be taken out of context and used as representative of the views of the United Grand Lodge of England.

Here is a list of behaviours and topics to avoid when posting on social media. These apply to personal accounts, as well as to accounts that individual Freemasons may manage on behalf of a Lodge, Province, District, or other Masonic entity. They apply to any Freemason who has identified himself as a Freemason online, whether he is posting in Masonic or non-Masonic channels. This list is not comprehensive, but is intended to act as an introductory guide to topics or behaviours that are considered inappropriate for posting to any audience on social media.

When posting on social media platforms, a Freemason must not:

- produce, link to, or refer to any content that is illegal, defamatory, or likely to offend others
- cause or contribute to any hostile or unproductive arguments, or exercise any private piques or quarrels (that is to say, good-natured debate is fine, but one should be prepared to abandon the exchange if it ceases to be friendly)

- discuss or allude to any of the Masonic Signs, Tokens, or Words (see the Obligation of the First Degree)
- claim to speak for any Masonic body (e.g. a Lodge, a Province or District, a charity or committee, or UGLE) on whose behalf he is not expressly authorised to speak (for instance, membership of a Lodge in London does not give one the authority to speak on behalf of Metropolitan Grand Lodge)
- identify anyone else as a Freemason without his explicit consent
- contain any personal information about any Freemason without his explicit consent, such as address, telephone number, or anything else covered by the Data Protection Act 2018: <http://www.legislation.gov.uk/ukpga/2018/12/contents/enacted>
- attempt to use Masonic channels as a vehicle for personal profit, or for any other form of self-promotion
- criticise UGLE or any other legitimate Masonic authority.

## **BEST PRACTICE**

This section provides some guidance on the kinds of content to share using social media platforms. This is by no means an exhaustive list — rather, it is intended to stimulate the mind to consider what other types of content might be interesting to one's social media audience. That is to say, a Freemason may share content or participate in conversations online as long as the content or conversation presents Freemasonry in a positive light, does not contravene any of the principles outlined in the Digital Ambassadorship section above, and is relevant to the channel in which it is being posted”.