

INTRODUCTION

Electronic media is a great way to keep members up-to-date and a way for prospective members to learn about a lodge. This could include, but is not limited to, having a website, doing email communications (newsletter, for example). and/or a presence on Facebook, Twitter, or other social media platforms. Usually these methods are inexpensive and reach a much wider audience than a brochure or news release.

The Executive Board, in consultation with appropriate directors, should determine what social media platforms will be utilized by the lodge and develop a policy to include recommended content and content review procedures, as well as a statement of adherence to the Sons of Norway Social Media Policy.

RESPONSIBILITIES

Development of a website and/or social media presence

Communities may have resources to assist in the development of a lodge website and use of social media. Classes may be offered through community education and/or a senior center. Better yet, tap into a member (or a child or grandchild of a member) who has an interest and knowledge of electronic media.

What would be of interest to members and visitors should drive the content of the lodge website and other social media. Content will also determine the most appropriate vehicle to use. Typical information presented includes the lodge's location, meeting times and dates, lodge newsletters, special events, volunteer activities and information about Sons of Norway as an organization.

Linking the lodge website to other, related websites is an excellent avenue to expand visibility. These links can include the local chamber of commerce, other lodges in the area, and the district's and Sons of Norway international website. Other links could include sites that are of interest to anyone wanting information about Scandinavian countries, culture, history or heritage.

Maintenance

Information should be up-to-date and all links should function.

There should be no violations of intellectual property (using information and/or images without permission). See Sons of Norway's Brand Guidelines for free image resources.

Keep a website up to date and secure by installing any necessary updates. Consider saving a backup of the site to use in the event of a problem when making major updates.

Postings should be of appropriate content for Sons of Norway. There should be no political or religious content.

Posting any content from the members-only area of www.sonsofnorway.com, such as PDFs relating to the Cultural Skills or Sports Medal programs, is not authorized. Sharing links to pages in the members-only area is acceptable, as the member will be sent to their log-in screen first. After they sign on with their user name and password, they will be sent to the page in your link.

Website security

1. The website and social media accounts should be secure. Passwords should be strong and accounts should be held by a least 2 lodge officers. Password should never be shared.
2. In accordance with Sons of Norway's Privacy Policy, members' confidential information should never be shared. More information about the policy can be found on www.sofn.com.

CONCLUSION

A website and social media presence are good opportunities to communicate to members and potential members.

Follow online best practices to ensure the security of your website, accounts and most importantly, the information of members.

Utilize free resources for additional assistance. This can include local community resources, lodge members, and the internet.

RESOURCES

Privacy Policy: https://www.sofn.com/privacy_policy/

Social media tips:

https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/communications_tool_kit/social_media_tips/

Sons of Norway Brand Guidelines & additional tips:

https://www.sofn.com/member_resources/lodge_leadership_resources/administrative_resources/communications_tool_kit/