

Blue Knights® International Law Enforcement Motorcycle Club Inc.
~ Social Media Policy ~

These guidelines apply to Blue Knights® International employees, members or contractors who create or contribute to Facebook, blogs, wikis, social networks, virtual worlds, or any other kind of Social Media. Whether you log into Twitter, MSN, Yelp, Wikipedia, My-Space pages, or comment on any of the hundreds of online media stories — these guidelines are for you.

While all Blue Knights® International employees and members are welcome to participate in Social Media, we expect everyone who participates in online dialog to understand and to follow these simple but important guidelines. Remember you are ‘**accountable**’ for what you “**publish**” in open public social media that reflect the Blue Knights family as a whole.

These guidelines might sound strict but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the various laws in each country. We need to keep in mind our Blue Knights® By-Laws as well.

1. If you are writing about Blue Knights® International or other motorcycle clubs, use your real name, identify that you work for, or a member of Blue Knights, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so providing your qualifications.
2. Never represent yourself or Blue Knights® International in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
3. Post meaningful, respectful comments — in other words, no spam and no remarks that are off-topic or offensive. Keep in mind you are posting comments that are viewed by the public. Not only are you going to be judged by your comments, the entire organization will be painted with the same brush whether positive or negative.
4. Use common sense and courtesy. For example; it’s best to ask permission to publish or report on conversations that are meant to be private or internal to Blue Knights® International. Make sure your efforts to be transparent don't violate Blue Knights® International's privacy, confidentiality, and legal guidelines for external commercial speech.
5. Stick to your area of expertise and feel free to provide unique, individual perspectives on **non-confidential** activities of the Blue Knights®. If you are promoting or discussing an event, provide meaningful directions to attend and positive comments post event. *Always remember the public are reading your comments.*
6. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it’s becoming antagonistic, do not get overly

defensive and feel free to disengage from the conversation in a polite manner that reflects well on Blue Knights® International. There is no harm to ‘agree to disagree’ with a member of the public or other members of our organization.

7. If you have a question about on line security, membership qualifications, or a member’s official status, social media outlets ***are not the place to post your concerns***. The **public** are reading every word you have **published** in order to learn our confidential matters. Use common sense and contact Blue Knights® International office or other Blue Knight members privately who are in a position to assist you.

8. Please never comment on anything related to legal matters, litigation, or any parties Blue Knights® International may be in litigation with.

9. Never participate in Social Media when the topic being discussed may be considered an ***internal crisis situation within the organization itself***. Internal investigations and conclusions are extremely private and should never be discussed in these open public mediums. All e-mails and anonymous comments may be traced back to your IP address and in some instances may be subject to subpoena for civil court.

10. Please be smart about protecting yourself; your privacy, and Blue Knights® International’s confidential information. Simply by using social media, you have opened your own personal and family information to the public who wish to search for it. Consider where you will be and what you will be doing in the next decade. What you publish today is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

11. Many devices that are capable of taking pictures such as cameras, cell phones etc... are also capable of placing a GPS (Global Positioning System) stamp on each photo taken. If you upload these stamped photos to Facebook for example, people can find out exactly WHERE that photo was taken. If you took the picture in your living room, someone will be able to find your home address within 3 feet.

12. All use of the Blue Knights® International name, trademarks and logos by members, chapters or other subdivisions of the Corporation and all goodwill relating thereto shall inure to the benefit of the International for the purpose of preserving its name, trademarks and logos.

13. There are elections every year within our Blue Knights® organization. Members are welcome to create their own personal websites for the membership to review. Members are allowed to post a link to their own website in our Facebook page, but there will be NO posting of election campaign material by members, friends thereof, or non Blue Knight people. Historically we have seen how political differences of opinion can quickly and severely degrade the enjoyment of social media with the mixture of Law Enforcement Officers and the general public. Members, their friends or non Blue Knight members who refuse to abide by this policy will be permanently banned from our Facebook page.

14. The corporation's internal blueknights.org e-mail shall not be used by or for election candidates or friends thereof, to distribute flyers, candidacy reports, requests for votes, or anything related to any election with the Blue Knights® International Law Enforcement Motorcycle Club. Members who spam our membership blueknights.org e-mail system with election related material will be added globally on the servers "Black List" preventing further communications and will face discipline within Article X for cause of our bylaws.

Revised: 28 Jan 2014