



North Country Trail Association Social Media Policy

Approved June 2023

Overview + Purpose

Social media can be a powerful tool for North Country Trail Association (NCTA) representatives to engage with, educate, and celebrate our trail community, promote and further the mission of the NCTA. It can also create potential risks to the reputation of the NCTA, as well as groups and individuals representing it. To ensure our social media presence reflects our values and mission, and to ensure our social media presence remains safe and inclusive, all NCTA representatives including staff, board members, and Chapter volunteers, are expected to adhere to this policy.

References

The term "content" within this document includes but is not limited to text, photo, digital designs (e.g. memes, infographics), audio, and video.

The NCTA currently utilizes Facebook, Instagram, and YouTube as its main social media. The NCTA Flickr account (photo storage and sharing) and blog are also considered NCTA social media per this document. While the NCTA Headquarters does not utilize Meetup, many NCTA Chapters do, for their events and activities. Per this document, NCTA-affiliated Meetup groups/accounts are also considered NCTA social media.

Locations of social media used by the NCTA:

- facebook.com/northcountrytrail
- instagram.com/northcountrytrail
- youtube.com/northcountrytrail
- flickr.com/photos/northcountrytrail
- northcountrytrail.org/blog

Contact the NCTA Marketing and Communications Coordinator with questions:
northcountrytrail.org/staff

Policy

North Country Trail Association (NCTA) social media channels are for sharing information and encouraging discussion about the North Country National Scenic Trail (NCNST), the North Country Trail Association (NCTA), its Chapters and Affiliates, and other related content such as general trail use or broader outdoor recreation on or near the NCNST's corridor.

The following should be adhered to while representing the NCTA on social media. *Representing* is defined as utilizing a Chapter or NCTA-related account, or utilizing a personal account alongside identification of yourself as a representative of the NCTA (e.g. "I volunteer with this Chapter and...").

1. **Maintain a respectful and professional tone at all times.** Content should be appropriate for consumption by all ages. Discrimination of any kind will not be tolerated, nor will profanity, graphic or obscene content, and polarizing or slanderous content. Avoid derogatory or inflammatory comments about any individual or group. Additionally, be respectful of the privacy and preferences of others when sharing content. Keep discussions productive and constructive.
2. **Remain within the scope of your authority.** Only discuss matters within your area of expertise and authority. Do not make official statements on behalf of the NCTA without proper authorization.
3. **Protect information and intellectual property.** Do not disclose confidential information about the NCTA or its donors, members, landowners, staff, and volunteers. This includes financial information or records, personal data, and any other sensitive or private information. Do not use copyrighted material without permission and attribution.
4. **Be accurate and truthful.** If you are unsure about the accuracy of content you plan to create and/or share, do not share it until you have fact-checked it with appropriate and credible sources.

Additionally, to maintain branding and information consistency, **new social media accounts meant to represent the NCNST or the NCTA must first receive approval from the NCTA Marketing and Communications Coordinator before creation.** This includes the creation of new social media accounts for NCTA Chapters. Requests will be filed with NCTA Headquarters.

Noncompliance with this policy may result in disciplinary action, including but not limited to the suspension or permanent removal of the social media account and/or your social media privileges as an NCTA representative.