



Standard Operating Procedures – Social Media

Content

Postings shall remain positive, member or association focused and politically neutral. At no point should any post or engagement via the Peaks & Prairies GCSA social media platforms intentionally impact or influence a current or future member in a negative manner.

Examples of approved content:

- Welcoming of a new member
- Project highlights of current members
- ‘Life on the turf’ compilation photos provided by current members
- Golf or turfgrass industry related news and/or events
- University trial research results
- Association sponsored event highlights
- Career advancements or achievements of a current member
- Advocacy related materials (advocacy approved by Peaks & Prairies GCSA Board)
- Technology and/or equipment
 - Pictures or references depicting technology and/or equipment as part of everyday activities are allowed as long as no reference is made to the specific brand
 - Pictures or references depicting specific technology, equipment and/or products must be approved by Peaks & Prairies GCSA Board

The goal of the Idaho GCSA Social Media platform is to create engagement with our members.

Nothing contained in this document is intended to be in violation of the Peaks & Prairies GCSA bylaws or articles of incorporation. If such violation does exist, the Peaks & Prairies GCSA bylaws or articles of incorporation shall prevail.