

Pacific Northwest Portuguese Water Dog Club Social Media Policy

The Pacific Northwest PWD Club (“PNWPWDC”) recognizes the importance of social media. The objectives of the PNWPWDC’s social media channels are to increase member engagement, raise awareness of club activities with non-members, increase traffic to the club’s website, and recruit new members.

For this policy, “social media” includes online services and tools used for publishing, sharing, and discussing information. Social media includes, but is not limited to: Facebook, Instagram, Twitter, YouTube, other online club forums, etc.

We encourage comment and dialogue between our social media users. We encourage you to share, like, comment, and post. We do review all posts and comments. Posts may be deleted at our discretion if the post or comment is deemed inappropriate. We do expect users to engage with the PNWPWDC’s social media channels appropriately.

- Be smart about what you post.
- Be positive and respectful of other views and opinions.
- Encourage others to engage in positive interactions on social media.
- Content posted on the PNWPWDC’s social media channels that may be considered disrespectful, dishonest, offensive, harassing or damaging to the interests, image and reputation of the club, members or others is not permitted and may be removed.
- When posting or commenting, be respectful of trademarks, copyrights, and intellectual property.
- You are personally responsible for what you post on the PNWPWDC’s social media channels. You may be held liable for contents deemed to be libelous, obscene or which infringes copyright.
- Disparaging comments about dogs or individuals, one-sided accounts of private disputes are not allowed.
- If you don't like something about an event or a post, address it in private message, report it to the social media administrator, the PNWPWDC’s Board, or move on.
- Personal attacks and characterizations that question a person’s motives are not allowed.
- You should not post a person’s private information including home address, telephone number, or date of birth.
- Divisive topics like religion or politics are not allowed.
- You are expected to protect confidential information, and not say anything that harms, or could harm the PNWPWDC’s reputation.
- Remember anything that you post online is permanent.

Violations

All social media channels are monitored on a regular basis for content appropriateness. If you are concerned about the direction of a user’s post, bring it to the attention of the social media administrator or the PNWPWDC’s Board.

- Posts or comments that are deemed to be a violation of the PNWPWDC’s social media policy will result in the removal of content.
- Destructive or negative users will be blocked and removed from engaging with the PNWPWDC’s social media channels.

The PNWPWDC’s social media channels are not the official medium used to communicate to its members or to the club’s Board. The PNWPWDC’s private membership email distribution list serves as the official communication channel to club members.