



THOMASVILLE

HISTORY CENTER



Social Media Policy

2023

Purpose

In keeping with the Thomasville History Center's mission to enrich the community through the discovery of its history, people, and stories, the organization's social media pages function to inform the wider community about our ongoing work, upcoming events, and stories of the past. The History Center's social media pages encourage dialogue and the exchange of information and foster public awareness of our programs, memberships, historic structures, events, publications, and more.

The History Center's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but rather a limited forum for discussing the History Center's programs, operations, research, and connections with the wider community story.



Institutional Values

MISSION

Ensuring that the appreciation of our unique history remain an intrinsic and unbroken thread connecting the past and future through settings that advance our story.

VISION

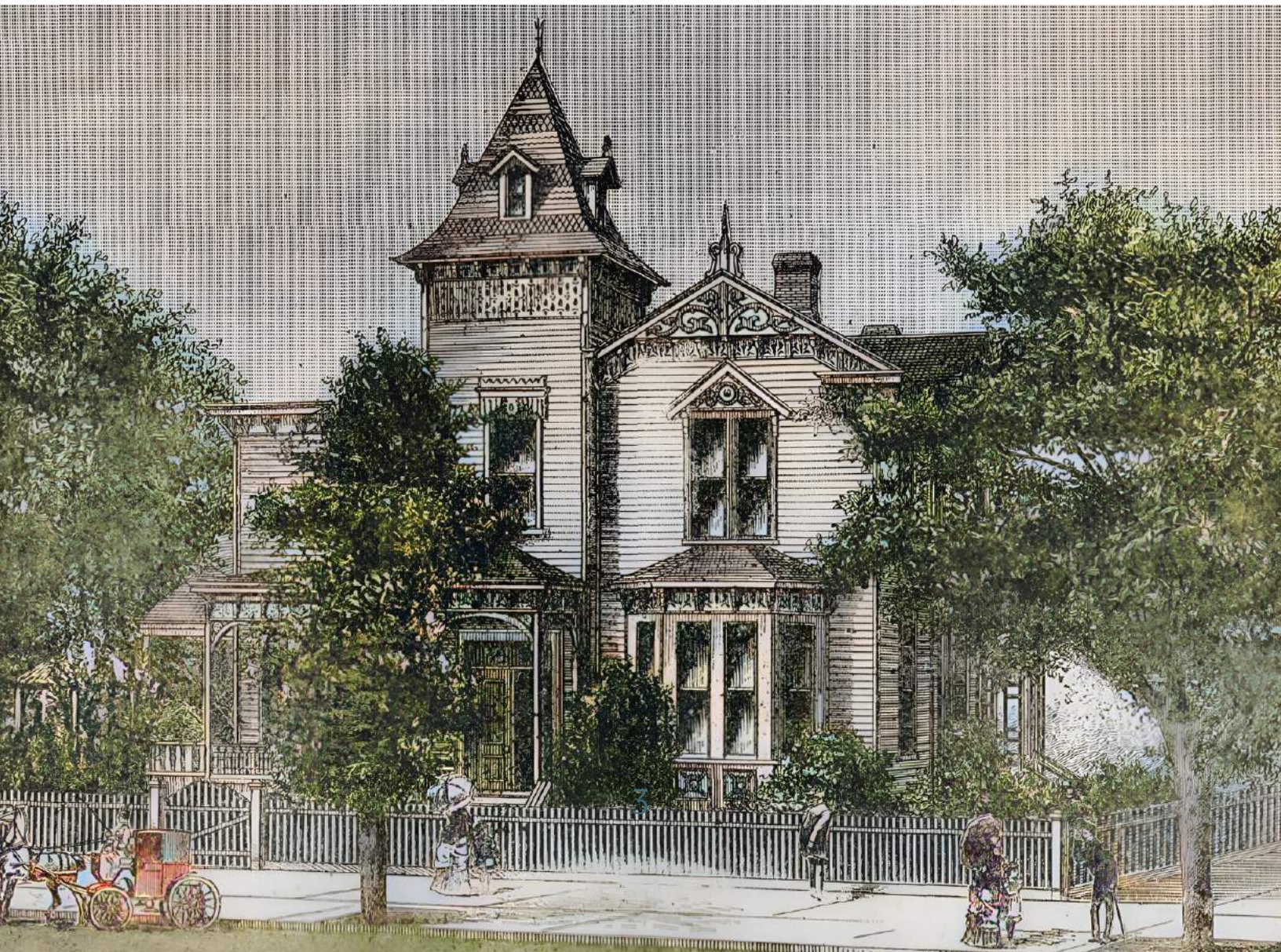
Our history begins here. Let us start you on the journey.

PRODUCTS

Since 1952, our storytelling tradition has drawn members of our community together to learn. Some of our patrons are drawn to peruse our original, one-of-a-kind collections. Others come to us with specific questions. Their sense of discovery is piqued, whether they are visiting our Museum to browse our collections or sifting through our archives for one particular photograph. Having gained a new historical awareness and an emotional connection to the past, each person comes away with the feeling of being changed for the better.

Goals

- Build community
- Develop brand awareness
- Highlight excellence in best practices, collections care, interpretation, and programming
- Mission fulfillment
- Drive users to digital assets of the History Center
- Generate a base of supporters and advocates that can be converted to members, donors, and supporters



Public Statement

The social media pages published by the Thomasville History Center, which includes the Lapham-Patterson House, are intended to be public spaces of education, conversation, and community.

The Thomasville History Center is dedicated to maintaining accessible, informative, and civil spaces for those interested in the stories we represent. Therefore, we ask those who engage with our social media and digital publications to abide by the following guidelines.

Community Guidelines:

The following will not be tolerated:

- Threats of bodily, physical, or emotional harm
- Excessively foul language (determined at the discretion of History Center moderators)
- Pornographic images or statements
- Hate language includes but is not limited to race, ethnicity, nationality, sexuality, religion, gender, age, education, or physicality
- Illegal activities
- Anything compromising the safety of individuals

Posts deemed by the History Center's moderators to include any of the above language or intent will be removed as soon as the moderator becomes aware of them. To alert the moderator to a post, please send a direct message or contact history@rose.net.

To create an informative, engaging, and welcoming online presence, the History Center expects members of our digital community to uphold the following standards:

- Make all comments and posts related to the topics at hand
- "Listen" and read with an open mind
- Engage in historical debate respectfully. You can question facts and ideas without questioning the person who posted them.
- Mirror our dedication to factual accuracy and evidence-based posts with the understanding that there is continuing historical debate on many topics.

Failure to follow these standards may lead to your comments being hidden, deleted, or reported. Moderators may issue a warning or in extreme cases, block your account. To alert a moderator to an account or post, please send a direct message or email history@rose.net.

The stated guidelines are intended to encourage a robust and engaged digital community, not to limit it. Followers are encouraged to

- Ask questions of one another and themselves
- Learn from continuing conversations and offer their own memories, recollections, and experiences when appropriate.
- Do not be afraid to be wrong or apologize

The History Center will in turn work to provide enriching and inclusive digital content that represents the history and stories of our community.

Standards:

- The History Center is dedicated to providing as factual information as is possible at that moment. Research is ongoing and information shared previously may be updated or corrected as time passes and additional resources become available.
- The Thomasville History Center is committed to fostering collaboration and conversation through comments and replies. Understand that moderators check social media platforms at different intervals throughout the day and are not always able to respond immediately. Issues or questions will be handled in a timely manner. For immediate assistance, community members may contact the History Center by phone or email.
- The History Center is not responsible for conversations about our posts that take place on another account's page.
- The History Center, and all users of social platforms, are held to each platform's terms and conditions. We are not responsible for the actions of the platform.
- The Thomasville History Center's social media moderators may remove any comment or post on our social media pages at any time for any reason at the discretion of the organization.

Industry References:

- ·Smithsonian Institution Museum on Main Street Sample Social Media Policy: <https://museumonmainstreet.org/sites/default/files/sample%20social%20media%20policy.pdf>
- ·Social Media Policy, New York Historical Society: <https://www.nyhistory.org/social-media-policy>
- ·Falmouth Historical Society/Museums on the Green Social Media/Networking Policy: <https://museumsongreen.org/wp-content/uploads/Social-Media-Policy.pdf>