



THE CENTER

Social Media Community Guidelines

Introduction

Center for the Arts Social Media accounts are intended to be a place to connect with The Center as an organization, and learn about cultural, artistic, and educational opportunities in the Jackson Hole community. In order to create a positive, engaging, and safe environment, The Center has implemented Social Media Community Guidelines. The Center strives to create a safe and positive community on our social media channels, and ask that all users adhere to the following Community Guidelines.

A Respectful and Supportive Community

We encourage you to comment and interact with our social media accounts, as we want to build a positive and supportive online community. We welcome questions and comments, constructive feedback, and suggestions, but please remember to stay on topic and respectful with what you post.

Comment Moderation Policy

Center for the Arts reserves the right to remove any or all posts or comments for any reason.

Reasons may include comments/posts that:

- are hateful, racist, xenophobic, homophobic, sexist, disturbing, violent, or inappropriate
- are abusive, bullying, threatening, or harassing others;
- contain spam, promotional material, or links to third-party websites;
- refer to criminal or illegal activity;
- are sexually explicit or pornographic;
- include personally identifiable information;
- are fraudulent, including information that is false, inaccurate, or misleading.

Center for the Arts reserves the right to block and/or remove any individuals at any time for any reason, including the above.



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Community Moderation Guidelines

Example Comment

Do We Hide It?

Why?

Discrimination

"Why are ppl from india always crying?"
"Who tf is this n**."
"Women can code? Wow learn something new everyday."



48% say it's a brand's own fault if its ads appear next to hate speech, violent, or sexually inappropriate comments (Edelman). If your brand is not taking action, people will think the brand does not care about fighting bias and you could face a PR Crisis.

Scam

"HUGE GLITTER STUFFED ENVELOPES \$10 WILL SEND TO:EX BOYFRIENDS, BABYMMOMMAS, ENEMIES, OR ANYONE ELSE THAT YOU SEE FIT! PAYMENTS ACCEPTED THRU MESSENGER, PAYPAL."



Neglected scam comments put security, businesses, and communities at risk.

PII (Personally Identifiable Information)

"I have an issue with my product, call me at 0123456"



Hackers or other users can use comments that contain personally identifiable information (PII) to get into people's personal accounts and files.

Bullying/ Personal Attacks

"@user You're a lazy pile of crap"
"@user You must order 10 times per day to be that fat."



Your brand should create a safer and supportive community. If you don't take action, people will think you don't care about your fans' wellbeing.

Self-deprecating comment

"I'm such a loser"



The comment is not attacking or targeting anyone, nor is it putting anyone at risk.

Disturbing/Violent

"Perfect for decapitation!"



Violence and disturbing comments should usually be removed to create a safer space.

Spam

"W w w w. Ee e. He e e ee ee ee ee"



Spam comments are usually off-topic and don't add any value to the conversation. If they are also promotional with links, you can also be driving your consumers away.

Referral code

"Use BF089X when you checkout for a 10% discount!"



Avoid having a wide audience access the codes as some brands might want to offer the codes to a specific audience. When these types of comments are left visible, they can impact your ads' attribution, and you may not be able to track where your conversions are coming from efficiently.