

### General Guidelines for Facebook and Email:

To provide some clarity and guidelines to content that should and should not be shared on the Grand Chapter Facebook pages and through Grand Chapter email, this summary has been provided as guidance to New Mexico OES members.

It is suggested that email and facebook content take into consideration these “Best Practices”:

- **Best Practice #1--Get permission from the member or family member before sharing information about that member:** This means not sharing information regarding any member, where permission has not been granted by the member whose information it is about or if a family member has not provided clear permission to share the information publicly.
  - Caution: What a family member may share with a person in an email or conversation, may not be intended to be shared to all. Be sure to have specific permission to share information before doing so, even with other OES brothers and sisters.
  - Example: Sister Sussie has been admitted to hospital for a serious blood disorder and is expecting to have surgery that includes .x, y, z, etc. etc. First, if this information is to be shared to solicit prayers or well-wishes, ask permission from Sister Sussie (or family member) to email or post about the hospitalization and ask that person the level of detail to be disclosed. Ask for address to send cards and include that.
- **Best Practice #2--Personal not private:** Even when permission has been given to share information, recognize there is still a difference between “personal” versus “private.” There is some information that still simply should be considered “private” and should remain as so.
  - Caution: Think about HIPAA--The **HIPAA Privacy Rule** establishes national standards to protect individuals' medical records and other personal health information. As OES members, though we are not medical providers, we should understand the standards and recognize their importance in consideration of private member health matters.
  - Example: Brother Tom has just been diagnosed with terminal cancer and is going to have chemo and x,y,z, operation, but all things are not looking very good. After permission is granted and the level of detail discussed as to what could be shared, be very thoughtful in keeping information brief and do not get into private areas out of consideration to Tom and his family.
- **Best Practice #3--Create positive content that promotes sharing/engagement:** With the wonderful work our OES sisters and brother do, posting about activities, service work, or ideas is great. Post things that will get other members to discuss what they are doing or want to get involved.
- **Best Practice #4--No political or highly controversial posts:** On the NM Facebook pages, keep the content about positive things and do not post political opinion or post on controversial social topics.

### Specific Clarification on Grand Chapter Facebook Pages

New Mexico Grand Chapter has two Facebook pages.

1. Page One: Available to “Only New Mexico members,” this special page is a closed group where information can be shared or pertains to member/chapter/Grand Chapter activities, members specifically (when permission is granted from member or family member), Facebook member get-togethers (Facebook parties), etc. This page is a way members within NM can openly communicate with each other and Grand Chapter officers and chapters alike can disseminate information to specifically NM members. This page is open to any NM member, even if they move out-of-state.
2. Page Two: The other Facebook page is open to anyone to see and is used for promoting the organization, events, and general happenings of the organization. This page serves as a way to convey to the general public what OES does as well as communicate with the larger OES family outside of NM about NM happenings.