

MOTION

251-GV01: Revised Board Social Media Policy

Date: February 13, 2025

Submitted by: Overby and Brown on behalf of Governance

Coordinated with: ACBL President and Chair of Governance

Purpose: To approve revision of the Board Social Media Policy

	Requires Change in Codification
	Requires Change in CDR
	Requires Change in Bylaws
	Requires Action Item
	Specify Attachments to be Included in the Minutes:

Moved that:

The revised Board Social Media Policy be approved by the Board.

Proposed Board Social Media Policy

This Policy outlines the appropriate use of social media activity for members of the ACBL Board of Directors and for the Chair of the Advisory Council (AC). Its purpose is to foster consistent and accurate messaging, and reducing risk to the ACBL.

ACBL Board members and the Chair of the Advisory Council will limit social media activity to non-Board related business, such as the analysis of a bridge hand. Non-public and/or confidential communications should not be posted.

The ACBL Executive Director, the ACBL President or a designee will respond to social media postings that relate to Board and/or ACBL business.

As a matter of courtesy, Board members should not take and/or post or disseminate videos, photographs, and/or audio of other Board members without their permission.

Board members seeking re-election may engage in social media activity to campaign within the District(s) that comprise their Regions, e.g., Facebook or Bridgewinners forums established for this purpose.

Policy violations may result in referral to the Board Oversight Committee as outlined in the Codification.

Policies will be reviewed and updated periodically by the Board of Directors to ensure continued relevance and effectiveness.

Adopted: _____

Effective Date: March 13, 2025

Estimated Cost/Savings: None

Discussion:

This revised Board Social Media Policy replaces the current Policy (current Policy shown at conclusion of this Discussion) last updated in 2022. A revision was tabled by the Board in 2024.

The primary aim of this policy is to protect the integrity and reputation of the ACBL while ensuring consistent and accurate communication.

Key Provisions:

- **Board Business:** Board members and the Advisory Council Chair should limit social media to non-board related business.
- **Confidentiality:** Non-public and confidential information must not be shared on social media.
- **Official Spokesperson:** The ACBL Executive Director, President, or a designee will be the primary voice for official ACBL communications on social media.
- **Respect for Privacy:** Board members must obtain consent before posting images, videos, or audio recordings of other Board members.
- **Election Campaigns:** Board members seeking re-election may utilize appropriate social media platforms (e.g., Facebook, Bridgewinners forums) to campaign within their respective Regions.
- **Consequences:** Violations of this Policy may result in referral to the Board Oversight Committee as outlined in the Codification per a motion passed by the Board in July of 2024.

The Policy will “live” on the Board Resources page of the OneDrive and in the Board Resource Manual.

Current Board Social Media Policy

ACBL Board members will limit postings to BridgeWinners and/or other social media platforms to non-board related business such as the analysis of a bridge hand. To ensure consistent and accurate messaging, public postings will be made by the ACBL President, the National Recorder (with ACBL Executive Director approval), or a designated representative of ACBL Management when deemed appropriate.

Postings in connection with an election for an ACBL Board candidate should conform to 1) the provisions in the Codification, Chapter III — Administration, D. Elections, where it is stated that candidates or current Board members may not campaign for anyone other than themselves

outside the Districts(s) comprising their Region; and 2) the provisions in the Codification, Chapter IV – Board Procedures, A: Administration, where one of the prohibitions under the ACBL Board of Directors Behavioral Code is that no member of the Board of Directors may actively engage in a campaign for a Unit, District or ACBL elected position in Districts other than his own, although a candidate for Regional Director may campaign in all Districts within that Region.

Violations of this policy by Board members fall under the purview of the Board Oversight Committee.

Updated: November 2022