



Patriot Guard Riders, Inc.



Social Media, Webpage, and Online Presence National Guidelines

The Patriot Guard Riders (PGR) is a national organization, without borders, with a mission to honor those who have served. The way the PGR is represented on Social Media; such as Facebook or other platforms; webpages/sites, or other digital/online presence reflects directly on us all. In order to protect the reputation and integrity of our organization the National Board of Directors has established the following Guidelines:

- National coordination and enforcement of these guidelines shall fall within the responsibilities of the Vice President of Operations.
- Each State Captain shall be charged with oversight of activities representing his or her state. They may appoint administrators or assistants at their discretion to accomplish this.
- Any Social Media presence (eg: Facebook Group, page, etc), Webpage or Website, or any other digital/online presence that associates itself with the Patriot Guard, Patriot Guard Riders, PGR, or our logos will be expected to comply with these Guidelines.

Best Practice Guidelines

1) No Politics: The PGR is a national non-profit organization. Our mission is to show honor and respect to those who have served in the military or as first responders. We DO NOT take political positions or make political statements. As such, posts, comments, or other content of a political nature is not appropriate and shall be subject to removal. Please remember, we exist to Honor the Heroes, not to discuss or debate the political situation.

2) Photos: Please be aware of the National Guidance including

- a) Once the mission begins, no photos are to be taken. This includes pictures of the flag line-- at that point the mission has begun.
- b) No pictures should ever be taken of the casket, urn, or family.
- c) Posting of photos on social media is discouraged-- It's Not About Us.

3) Posts and other content should be directly related to the PGR's mission or activities:

a) For any page, group, site, or other digital presence associated with the national PGR organization the following will apply--- the PGR doesn't partner with, endorse, or advertise activities of other organizations or companies. As such, content relating to events, rides, fundraisers, products, etc that are not in some way associated with a PGR mission or activity should not be included. This is not an assessment of the worthiness of the subject content, it is simply a result of the PGR national organization desiring to remain neutral relating to the activities of other organizations or companies.

b) For any page, group, or site associated with a specific State, or section of a State, the responsible State Captain is expected to consider the information in section "a)" above and to determine if the content being included serves the overall mission of the PGR within his/her state. It is also suggested that the State Captain consider if the organization or person posting is one that supports the scope of the PGR's mission. State Captains, after considering such guidance, shall be responsible for determining what content is appropriate.

4) All online/digital content, whether associated with national or specific states, such as webpages, Facebook Groups, and other such tools should be actively monitored or moderated. Members of the national operations and/or social media team shall be included as administrators (or some other equivalent full access), upon their request, in order to be able to view and respond to any issues that may occur. This shall apply to any online/digital content that references, or associates itself, with Patriot Guard, Patriot Guard Riders, PGR, or our logos.

5) Any questions regarding these guidelines should be directed to the VP of Operations via email at vpoperations@patriotguard.org.