

Social Media Policy

CONGREGATION MT. SINAI ANSHE EMETH AND EMES WOZEDEK OF WASHINGTON HEIGHTS, INC.

Board of Trustees

1. Mount Sinai recognizes the importance of social media as a tool to facilitate communication among members. The purpose of the Social Media Policy ("Policy") is to ensure that such communication is in the spirit of a shul governed by the highest moral, legal, and Halachic standards.
2. This Policy shall govern all use of official Mount Sinai social media channels, including, but not limited to, Facebook, Twitter, YouTube, and Instagram.
3. Social media accounts that utilize the Mount Sinai Jewish Center or MSJC names or official logo without the consent of MSJC shall be reported to the site operator for infringement if they are found to be acting counter to MSJC's interests.
4. Current Officers and the office staff shall have the responsibility and sole authority to administer Mount Sinai social media platforms. They are empowered to enforce this Policy to the best of their abilities, and it is in their sole discretion to permit, prohibit, edit, and otherwise control postings pursuant to Section 9 of this Policy.
5. Questions of interpretation of this Policy shall be referred to the Board of Trustees.
6. Nothing in this Policy shall be construed to limit the provisions of Part VI of the Standing Rules.
7. No person(s) other than the Officers, MSJC employees or designee shall represent to speak on behalf of Mount Sinai in any social media.
8. Nothing in this Policy shall be construed to infringe upon the legal rights of shul employees to express themselves on personal social media accounts not associated with the shul, subject to the Mount Sinai Employee Conduct Policies and Guidelines.
9. Social media posting guidelines:
 - A. Postings shall serve to inform members about MSJC Events, as defined in Part VI of the Standing Rules, as well as to provide other information that may be important to the community. It shall be in the sole discretion of the Officers and office staff to determine whether postings comply with this Policy.
 - B. Postings must be respectful towards Mount Sinai, its employees, members, committees, programs, and events. Postings that are demeaning or inflammatory shall be deleted.
 - C. Postings that are deemed not informative in nature or that are deemed to be not part of a positive constructive dialogue shall be deleted.
 - D. Postings about Mount Sinai, its employees, members, committees, programs, and events that are misleading or factually inaccurate shall be deleted.
 - E. Postings that share links to web pages other than the Mount Sinai web page shall only be allowed if the link is reasonably relevant to the Mount Sinai community. Recurrent postings by the same individual or of the same link shall be deleted at the discretion of the Officers and office staff.
 - F. Individuals may occasionally post to ask for help or otherwise connect with community members. Such postings shall be allowed on a limited

basis at the sole discretion of the Officers and office staff. Recurrent postings by the same individual or of the same request shall be deleted at the discretion of the Officers and office staff.

- G. The Officers and office staff may allow advertising at their sole discretion and may impose an advertising fee. Advertising includes, but is not limited to, any posting that offers a good or service for sale, makes an offer of employment at a place other than Mount Sinai, or advertises any event, program, group, or organization other than an MSJC Event.
- H. Postings for events that are not in concert with Mount Sinai's values shall be removed at the discretion of the Officers and office staff. Except in cases of overwhelming prevailing factors, events that directly conflict or compete with Mount Sinai events, programs, or initiatives shall be removed. Nothing in this clause shall be construed to conflict with Section 9(G) of this Policy.
- I. Postings in violation of Article 10.2 of the Mount Sinai Constitution shall be deleted.