



## INTELLECTUAL PROPERTY AND SOCIAL MEDIA POLICY

Adopted May 9, 2011

### Purpose

The intent of this policy is to preserve the mission, reputation, and property of Leadership Jacksonville, Inc. and, at the same time, promote the organization, interaction among the alumni and their connection to Leadership Jacksonville through the prudent use of social media. This policy applies to all types of social media known today or that may be developed in the future. Without intending to limit the scope of this policy and only to provide examples, these social media include platforms such as Facebook, LinkedIn, MySpace, Twitter, blogs, comment sections of new media or other networking sites.

- A. The name, marks, and the logos of Leadership Jacksonville are solely owned by Leadership Jacksonville and all rights are reserved. This includes but is not limited to the following program names: Leadership Jacksonville, Youth Leadership Jacksonville, New Leadership Summit and Next Generation.
- B. All members (alumni and current class members of all programs, honorary and affiliate members) of Leadership Jacksonville are encouraged to maintain the highest standards on their own personal social media pages and expected to do so whenever there is any reference to Leadership Jacksonville. Participation as a member in any Leadership Jacksonville activity, no matter whether as class members, as alumni, as honorary members, or as affiliate members, requires that participants consent that Leadership Jacksonville has the right to object to and to prohibit improper uses in social media of the Leadership Jacksonville name, trademark, service mark, logos, or other intellectual property, as well as improper references to all of the foregoing and any Leadership Jacksonville affiliation.
- C. Leadership Jacksonville, Inc. is the only entity authorized to create and maintain public social media sites or web pages in the name of Leadership Jacksonville, which right may be delegated. Any public social media or other web site will be maintained by the Leadership Jacksonville staff or delegate. All material associated with Leadership Jacksonville that is entered onto public sites will maintain the high standards of Leadership Jacksonville, including and not limited to the following:
  1. Material will not be political in nature and any solicitation for funds will be used solely for the Leadership Jacksonville programs.
  2. The Leadership Jacksonville administrator may remove any inappropriate posts, unauthorized members, copyright, service mark or trademark material that is not the property of Leadership Jacksonville or its members, as determined in its sole discretion.
  3. All contributors of content will state their affiliation with Leadership Jacksonville (i.e. LJ Class #, Leadership Jacksonville Alumni, etc.)

4. All posts will be respectful. In other words, no spam, off-topic, derogatory or offensive comments. No personal attacks will be permitted. Posts are not to be commercials by or for alumni/classmates/members or their associated businesses or affiliated organizations.
5. Leadership Jacksonville documents, reports, and coursework are for internal use of Leadership Jacksonville only, and not to be distributed by any means. Leadership Jacksonville documents, reports and coursework are confidential and proprietary to Leadership Jacksonville and represent intellectual property that is protected by copyright, trademark and other laws.
6. All social media communication will be transparent and not in any way a violation of Leadership Jacksonville's privacy, confidentiality, and legal guidelines for external commercial, personal, or political speech.
7. Comments related to public disasters or crises, legal matters, litigation, or any parties Leadership Jacksonville may be in litigation with may be commented on only by the Leadership Jacksonville staff.
8. All news media inquiries must be referred to the Leadership Jacksonville staff.
9. Due to the permanent nature and accessibility of any person's internet presence, all content related in any fashion to Leadership Jacksonville must be carefully considered prior to publication.
10. Removal of material from a site by a Leadership Jacksonville staff member or their designee may be appealed to the Board of Directors.

D. Leadership Jacksonville may have private, members-only pages or sites which are created and administered by the Leadership Jacksonville staff or their designee(s). Only members of Leadership Jacksonville classes, alumni honorary members, and affiliates are eligible to be admitted as members. Information and discussions held on these sites will not be open to the public. All material on the sites will maintain the high standards of Leadership Jacksonville. The Leadership Jacksonville administrator will remove any unauthorized users and/or inappropriate posts.

1. **Leadership Jacksonville Adult Program classes** (both alumni and the current year class) may have individual social media sites for the respective class. Each class shall have only one authorized site that will be created by a Leadership Jacksonville staff member or their designee following a request from an interested class member and approval by Leadership Jacksonville.

2. The **current year's Youth Leadership Jacksonville class** will have a private, members-only site created and administered by a Leadership Jacksonville staff member. The staff member will control all content and member access.
  3. **New Leadership Summit, Next Generation, and Youth Leadership Jacksonville alumni** will have sites to be used by the alumni of each respective program. A Leadership Jacksonville staff member will create each site and maintain administrative function of the sites.
- E. Participation in any Leadership Jacksonville social media activity as a class member, alumni, honorary member, or affiliate member will require, as set forth in separate agreement, each participant's consent to abide by this policy and other policies governing the use of Leadership Jacksonville's intellectual property and reputation.
  - F. If necessary, Leadership Jacksonville will take legal action to preserve its reputation and its intellectual property and any other substantial interest through the enforcement of its policies and contracts.
  - G. Leadership Jacksonville reserves the right to amend this policy at any time without notice.