

Social Media in the Lodge

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What is Social Media?

Definition: websites and applications that enable users to create and share content or to participate in social networking.

Social Media Can Be Used

Social media can be used to communicate with loved ones or build professional connections. Business and organizations use social media to take advantage of free marketing. This is especially helpful when marketing to the younger generations!

Social Media Outlets

There are several forms of social media.

1. Facebook
2. MySpace
3. Twitter
4. Instagram
5. Pinterest
6. SnapChat
7. LinkedIn
8. YouTube
9. Skype



What We Will Cover Today

- **Facebook**
 - Mostly used for networking with friends and families
 - The most used by the older generations
- **Twitter**
 - Most common to 35 & Under crowd
 - Very common in athletics and in the public with celebrities
- **Instagram**
 - Used only for images
 - 2nd Highest form of Social Media used by younger generation (16-24)



Grand Lodge Code

Section 34.02 (d) The business affairs of a Lodge, the names of its petitioners or candidates initiated, passed or raised, and its list of suspensions or expulsions, are not matters in which the general public have any interest; the printing of such matters in any publication, either Masonic or otherwise, for public distribution is unMasonic, and renders the offender subject to Masonic discipline. (f) It is a violation of the laws of The Grand Lodge for a Symbolic Lodge to send out notices, printed or otherwise, through the mail to its members giving information relative to candidates for degrees or affiliation, or as to suspensions or expulsions, in other than sealed envelopes, or if not in an envelope, folded and stapled.

Translation to Social Media

It is absolutely impermissible to post the following items:

1. Names of Our Candidates
2. Pictures of Candidates with an apron on
3. Post the name of a petitioner or upcoming candidate of the lodge
4. Post pictures during ceremonies (These should not be taken regardless)

General Rule: When in doubt, DON'T! If the bible is open, there should be absolutely no pictures. If the lodge wishes to take the post-Inspection photo, take the apron off of the candidate, and do not post his name. You can also put him in the middle rows or back row!

Facebook



Twitter



Instagram

