



The Fathers' Rights Movement

Facebook Editor's Policy

ARTICLE 1. PURPOSE

The Fathers' Rights Movement, herein known as TFRM, is a grassroots organization that was founded with the creation of a single Facebook page, and has grown to a global force with many Chapters, each having their own Facebook page. To ensure standardization so all Chapters act in unison and strive toward a common goal, TFRM has established this policy.

ARTICLE 2. INVOLVEMENT – TFRM EDITORS ENGAGE ON THE PAGE, AND BEYOND!

TFRM is a grassroots organization -- top-to-bottom. All positions are volunteer positions and there is no pay or compensation associated with any position. All volunteers can disengage from the position at any time, and may be asked to disengage if there is a violation of policy. For more information, please review TFRM's other policies specific to these topics.

TFRM Chapter Editors (CE) and Facebook Editors (FE) monitor, guide, and moderate what happens on the TFRM Facebook Pages by using common sense and decency when representing TFRM, and supporting, encouraging, and engaging our members and non-members. CE and FE should work together as a team to represent the organization and the members of the Page(s) they work on.

CE and FE should not only get involved, but also stay involved (barring illness, major work routine changes, or a similar temporary circumstance) on the Facebook page on which he or she is an editor for at least 15-20 minutes on an average day. TFRM's goal is to have at least four (4) ACTIVE Editors on every Page.

We understand 'life happens', and that situations arise that change your ability / time available (as an Editor), to contribute to your Chapter's Page. Each CE and FE is required to inform his or her direct supervisor of any situation that may prevent him or her from being involved for a prolonged period of time. Repeated or continued inactivity may result in the removal of the volunteer from the position.

Chapter Leads, Regional Directors, and/or Social Media Directors will periodically review the activity level of CE and FEs to insure active involvement within TFRM. If at any time a volunteer wishes to change positions within the organization, he or she should speak to his or her direct supervisor about other available positions.

Obviously we do not know everyone's personal situation, so please do not feel offended if we review your Chapter Page, see no activity from you, have not had any communication from you, and then ask you "What's up?", or if you still want to be involved.

ARTICLE 3. PROFESSIONAL ONLINE PRESENCE

All CE and FE must have reasonable spelling and grammar capabilities and working knowledge of the Facebook system. It is suggested that all original content be drafted in a word processing software such as MS Word to take advantage of spelling and grammar checks before copying and pasting it to Facebook.

It is extremely important for CE and FE to maintain their composure against "internet trolls" and opposition comments. Often times, but not always, these individuals will provoke and attempt to incite TFRM representatives to become angry. CE and FE should not allow his or herself to get caught up in online arguments.

CE and FE **must have** empathy and preferably first-hand-knowledge of what Fathers (and some mothers) and children are experiencing when involved in Family Law situations where the best interest of the child is not considered. A passion for the cause, fathers, and a desire for an end to children's suffering at the hands of Family Law, goes a long way towards helping TFRM grow as an organization, and to achieve our goal of Family Law reform.

All TFRM volunteers are strictly prohibited from participating in TFRM activities when in any condition that may impair his or her judgment.

ARTICLE 4. PROFESSIONAL PERSONAL ONLINE APPEARANCE

Each CE and FE is a direct representation of TFRM as a whole. Therefore, it is essential that all volunteers within the organization carefully consider their personal content posted to Social Media sites and when using other forms of communications.

ARTICLE 5. OFFLINE INVOLVEMENT

Sometimes CE and FE might be involved outside of Facebook in a real-world environment that includes but is not limited to helping organize local support group meetings, rallies, fundraising events, and discussions with State political leaders. These activities are not required of CE or FE, but are encouraged whenever possible.

ARTICLE 6. POSTING SIGNATURES

All CE and FE must determine what his or her signature will be. It is very important that EVERYONE is using their personal signature on their Posts / Comments, and especially within

Messages - to avoid confusion. If you write it - own it. If you're afraid of being recognized / public - use an alias, but be consistent about it, so that at least internally - other Editors & Admins on your Page know who is posting under what name. TFRM prefers signatures be a name (more personal) which TFRM followers can more readily identify with. ie: “-Frank” or “~Susan G” are going to be much more approachable than “-Father” or “DeadbeatNot”.

ARTICLE 7. POST CONTENTS

1. Visitors to our Pages can communicate four ways:

- a. Like Posts & Comments
- b. PM (ie: ‘Message’) the Page
- c. Comment on Posts by the Page (Page’s Timeline), and Visitor Posts
- d. Make their own Visitor Post to the Page (NOT the Page’s Timeline)

When Visitors come to our Page they typically see the Page’s Timeline (ie: Posts by Page). Although they can see and comment in the Visitor Posts section, that is not the Facebook default view for Visitors.

Ideally we want all our Visitors / Followers to have as much information, and as much interaction with the Page as is possible.

2. The following are acceptable/expected posts:

- a. Posts to the “Visitors’ Posts” section are usually acceptable if they meet the guidelines that would normally be required of a message. CE and FE should also comment they are doing so. Ensure such posts are screened for appropriate language and the removal of any names. Not everything posted in this section is appropriate for the newsfeed of the page. If you are unsure, please ask another CE or FE for assistance. If they are also unsure, ask the Chapter Lead or Social Media Director.

Doing this involves not only the Visitor with our Page, but also involves other Visitors in the conversation (Engagement). Other Visitors can help answer questions, sometimes very specifically in terms of their experience with a given situation.

- b. Post local and relevant global news articles, memes, and stories from news sources and people within the Chapter’s region to Chapter pages. These can also be posted to the Central page. Note: A news article from Alaska may or may not be relevant in Kentucky, because Family Law is not identical in every State.

- c. CE and FE are permitted to tell their own personal story, but such stories must remain within the guidelines and policies of TFRM.
- d. It is strictly against TFRM policy to use the organization or its reach to self-promote in any form or capacity.
- e. Posts from other TFRM Chapters that are relevant to the Facebook page of another Chapter or Central should be shared to help promote the other Chapter as well.
- f. All requests for help that are received through incoming messages should be posted as “anonymous” to Chapter newsfeeds **only after** the message is screened for appropriate content to include language and the removal of any names. FE for the Central page should attempt to defer requests for personal help to local Chapters unless the request for help is unique and/or may be of general help.
- g. Yes – If you, or a friend wishes to share their story, you can post it as ‘Anonymous’.

3. The following are unacceptable/prohibited posts:

- a. Posts and comments from TFRM staff that use specific names of third parties (including but not limited to minor children) are prohibited.
- b. TFRM will never post an individual’s name, unless that individual has already exposed themselves, such as the re-posting of a comment made publicly.
- c. Politics and religion should generally be avoided, unless it is specific to TFRM vision and goals. These are not necessarily prohibited topics, but they do tend to create more division within the organization.
- d. Steer clear of generalizations such as “All women...”, “All politicians...”
- e. Avoid any content that bashes mothers or women as a whole. This is **not** a misogynistic organization. TFRM **does not hate** women and/or mothers, nor does it support or endorse hate speech directed toward them or organizations or individuals that participate in such actions.
- f. Do not post content that automatically defends/blames a parent based on gender alone. TFRM advocates for two fit and loving parents to be equally in a child’s life.
- g. Posts and comments that have vulgarity or obscene language are strictly prohibited. Note: TFRM enables the vulgarity filter on all Pages.
- h. Posts and comments that threaten an individual are strictly prohibited.

4. Existing Pictures / Memes: Do not use the “share” feature to post pictures from other Facebook pages or websites to your Chapter Page. Save any and all pictures to your phone or computer, tag them according to TFRM Branding Guidelines, and then post them as an official TFRM picture/meme to your Chapter Page. (For more information including tutorials and standard operating procedures on how to tag an image, CE should contact the Chapter Lead and FE should contact the Social Media Director.) If the original poster

of the picture/meme has tagged the picture with an identifier, do not cover, remove or alter this tag (give credit where credit is due).

As to the ethics of giving credit to the original poster of the picture -- if they want credit they need to stamp (words on the picture) the picture. Most sites do. We do. Any site that has been around very long stamps its pictures with its name / logo. When it is saved and then posted on another site, the stamp (text on the picture) goes with the picture. By doing this the person / group who stamps the picture gets credit, and if it is Shared from our page, a link to our page accompanies the picture -- so we both get credit, and can be found by those seeing the picture (meme).

Also, by posting the picture (meme) as our own, it is automatically put in our Page picture library for easy finding and reposting later. It's frustrating trying to remember a picture from last month you would like to re-post, but since you shared it to our page from another page instead of uploading it and posting it as our own, now you cannot find it, and likely never will.

10. Newly Created Pictures/Memes: Any custom created content for TFRM use should also be tagged in accordance with the TFRM Branding Guidelines before being posted to any TFRM official Facebook page. Per our policies and procedures, any creative content made for TFRM use belongs to TFRM.

11. Personal Pictures: TFRM volunteers are allowed to create memes that contain only positive messages when such memes involve pictures of themselves and/or their children. TFRM volunteers are strictly prohibited from creating TFRM content of any kind that publicly shames any individual involved in his or her own personal situation.

ARTICLE 8. ENDORSEMENT & DONATION REQUESTS

TFRM prohibits the posting of:

- a. Any self-promoting or profiteering material for its volunteers, members, non-members, and/or other pages or groups.
- b. The posting of any fundraising efforts to support an individual, such as "Go-Fund-Me" requests are prohibited.
- c. Do not post any stand-alone links to other pages or groups (promotion). All links must be accompanied by something such as an article for the other page/group, or unless a resource link is being provided, in which case an explanation shall be attached.

ARTICLE 9. LEGAL ADVICE

Use caution when providing any direct 'legal' advice. Regardless of any published disclaimers, CE and FE should indicate he or she is not a lawyer.

ARTICLE 10. INCOMING MESSAGES (aka: PMs or PRIVATE MESSAGES)

Page Editors are NOT expected to know everything, or answer every question posed to the Page. In fact we'd rather Page Editors usually NOT answer questions directly on Visitor Posts, or in Private Messages – doing so deprives all other Visitors / Followers of learning from such answers / debate. We are a community working together to help each other, and for the most part we do so publicly for all to see and benefit from.

Resist complete and total conversations within Visitor Posts and Private Messages. Get that interaction out onto the Page where everyone can see it and benefit from it.

As Editors working together, we need to document (ie: "Posted to Page as 'Anonymous' for feedback. ~Mark") what we did (copy/pasted Post / Message to the Page's Timeline), so that other Page Editors understand that particular Visitor Post or Message has already been posted to the Page's Timeline, and needs no further action by another Editor.

TFRM's policy is to ALWAYS use 'Anonymous' when posting from Private Messages, unless specifically permitted to use the sender's name.

CE and FE should read the message prior to posting to ensure names are not included, and that the message is something appropriate for the Page. Sometimes the message is not appropriate, requires the redaction of names, or is better suited for a sister Chapter to post.

CE and FE have the option of interacting more in the Private Messages. While this is acceptable, the message should still be posted to the Chapter page. FE for Central should see Article 8 for more specific instructions.

It is also acceptable to post the message to the page and then comment on the post, using your signature.

If you read a message and do not take action, mark the message as unread so it may be addressed at a later point.

ARTICLE 11. MEMBER COMMENTS AND POSTS

When monitoring comments, if there is an item that should be posted as a TFRM page post, copy it from the thread and paste it as a Post of its own to the Page. This is called "Up-Posting." It is not required to post these as anonymous as the individual has already posted with his or her name.

There is a need to monitor comments as well as visitor posts to ensure TFRM retains a clean image, absent of vulgarity and obscenity. Inappropriate threats and name calling are sometimes a result of the highly emotional issues often discussed within the organization. These types of posts and comments will not be tolerated. The post or comment should be hidden and/or deleted and the individual or group making the post or comment should receive a warning.

Within a Chapter, the CE who identifies the incident should inform the Chapter Lead for his or her Chapter of the incident. It is the responsibility of the Chapter Lead to discuss any further appropriate actions, such as a ban from the page with the Regional Director. The Regional Director shall determine appropriate actions beyond banning.

On the Central Facebook, the FE who identifies the incident should inform the Social Media Director or the Deputy Social Media Director of the incident. It is the responsibility of the Social Media Director or the Deputy Social Media Director to determine further appropriate actions, such as banning an individual or a group from the Central page.

Any individual that is banned will be recorded by the Regional Director or the Social Media Director in the proper Administrative Forum with justification for banning. If an individual or group is banned from one TFRM page, it is the responsibility of the Regional Directors and the Social Media Director to ensure the action is repeated on any and all pages under his or her control.

Unlike our opposition, TFRM is open to reasonable, thoughtful, opposition comments.

ARTICLE 12. INTERACTIONS WITH MEMBER CONTENT (LIKE OUR STUFF AND THEIRS)

In order to engage more members and non-members on TFRM Facebook pages, CE and FE should like or react to any and all links, shares, posts (original, by others, or anonymous), and comments if it is appropriate and aligned with TFRM's missions and visions. (**Note:** Just because an engagement on a TFRM page is not aligned, and even oppositional, with TFRM's missions and visions, it is not a reason for it to be removed from TFRM pages if it complies with policies and guidelines regarding appropriateness.)

LIKING Visitor / Follower comments goes a long way towards making them feel that their 'engagement' with your Page is appreciated, and encourages them to 'engage' and Share even more. Also, LIKING your own Posts, memes, etc., is sometimes like an opening bid at an

auction... once someone else LIKES it, others will follow, and help drive up your Page's Reach & Engagement.

ARTICLE 13. ANALYTICS (PAGE STATISTICS)

Under the Facebook Insights section, the CE and FE can see statistics regarding the activity of the Page. Each CE and FE is encouraged to review and explore this area to see and understand what is/has happened, and to better understand what produces the various types of engagement versus what is not successful. This information can be used to decide what and when to post certain types of content.

ARTICLE 14. PROMOTING THE ORGANIZATION

CE and FE are free to promote TFRM, in a positive light, wherever and whenever possible.

ARTICLE 15. THE NAME – “THE FATHERS’ RIGHTS MOVEMENT”

It has been repeatedly asked and suggested that we rename the organization. While we understand that mothers are sometimes affected by the same issues fathers face with Family Law - the organization is appropriately and correctly named for those most affected by the issues, and the likelihood of changing the name is near zero. Unlike our opposition, we welcome, and are openly inclusive to ALL who are negatively affected by such issues.

ARTICLE 16. VOLUNTEER RECOMMENDATIONS

Any prospective new TFRM Volunteers must be vetted (informal background check). Any personal recommendations or requests to volunteer for or help with TFRM activities should be directed through the appropriate channels.

CE should immediately notify the Chapter Lead. The Chapter Lead will make contact with the individual and make a preliminary determination if the individual is suitable for a position within the Chapter, better suited for a position on Central Staff, or not suitable for placement within the organization. If the individual is deemed suitable for Chapter Staff or not suitable for placement within the Chapter, the Regional Director will be notified. If the individual is deemed best suited for a position on Central Staff, his or her contact information and a brief assessment will be sent to the On-Boarding Specialist.

FE should inform the On-Boarding Specialist of any potential volunteers for the organization.

ARTICLE 17. COMMUNICATIONS

TFRM Chapter and Central chat groups have been established for all Chapters to facilitate quick, informal, PRIVATE chat between the team members of each Chapter, and the Regional

Director/Manager for the Chapter. These chat groups are for internal TFRM discussion only. Internal TFRM policies, procedures, and strategies can and will be discussed in these chat groups. With this in mind, we want to stress the importance of confidentiality and discretion. (For more information regarding this specific clause, please refer to the Non-Disclosure Agreement.)

Only TFRM volunteers are to be included in TFRM official chat groups on Facebook. External individuals are not to participate in TFRM's official chat groups, regardless of affiliation with TFRM. If chat communication is desired or deemed necessary to conduct TFRM business with an external individual, CE and FE should seek approval from their direct supervisor in setting up a new and temporary chat group to facilitate such discussion. All TFRM editors are equal and no individual Editor has authority over another.

ARTICLE 18: OPEN LINE OF COMMUNICATION

TFRM is a community that will be working towards common goals. It is not necessary to talk daily, but networking is recommended to build trust and establish a good working relationship. Additionally, linking pages as friends on Facebook opens lines of communication that help in meeting goals.

Do **not** block TFRM Leadership and Staff. This is the opposite of 'open line of communication', and as such, is not acceptable behavior by anyone within the organization.

ARTICLE 19. TFRM PAGE EDITORS AND DISCUSSION GROUPS

As Editors – please do not ADD MEMBERS to either of these internal (secret) TFRM support Groups. These Groups are meant ONLY for TFRM personnel. Only Regional Directors and above are to add members to these Groups, and an ADMIN of the Groups must approve all potential new members.

In the TFRM Page Editors Group (internal – secret / private) we want to keep things as simple as possible for newer Editors, or Editors experiencing some technical difficulty 'being / doing' Facebook Editor functions. We want to help them get started 'doing' on Facebook, before being bombarded with all the other facets of TFRM (the TFRM Discussion Group).

Please read and review as much as possible within the group, BEFORE asking questions. Please do NOT start a new thread / Post for an already existing topic. Please also remember that Facebook has a HELP option that can answer many of your questions.

In an effort to help keep these Groups focused on necessary questions, answers, and hot topics requiring discussion or action, and to prevent people from ignoring these groups --

these internal TFRM groups (TFRM Page Editors Group and TFRM Discussion Group) are not for posting the latest tear-jerker meme or article (for or against Fathers' Rights), or your personal story or case problem. Everyone here has the ability to post such to their Chapter Page. Everyone here is already convinced, and already engaged in the battle for Family Law reform.

ARTICLE 20: SECURITY (ADMINS VERSUS EDITORS)

For security purposes, and to safeguard TFRM Facebook Pages – TFRM maintains very limited control of the Facebook Admin function. No one, not even the President of TFRM, is an Admin on their own home (State/Province) Chapter Page. Regional Directors/Managers are responsible for adding / removing TFRM Chapter Editors from TFRM Chapter Pages / Groups / Chapter chat groups.

ARTICLE 21: OTHER TFRM POLICIES & PROCEDURES

TFRM has many other policies and procedures to cover issues such as TFRM logo usage, official TFRM literature & usage, TFRM fundraising, TFRM Events, TFRM Organizational Charts, TFRM By-Laws, etc. Please see the appropriate separate policy / procedure if you have questions not answered here.

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REV-01.00	25APR2016	Creation of Document. Author: C. Feinberg
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REV-02.02	04MAY2016	Adding FB Groups to restrictions for Editors to add. Author: M. Jaycox