

Sandhills PRIDE

Media Policy

Guiding Mission

The mission of Sandhills PRIDE (hereafter: “Sandhills PRIDE”, “the organization”) is to provide a support network and educational advocacy group dedicated to increasing awareness and acceptance of the lesbian, gay, bisexual, and transgender (LGBTQ+) community in the Sandhills region of North Carolina. All media and communications through which Sandhills PRIDE operates shall hold its mission front and center.

Regulations & Intent

Sandhills PRIDE is an incorporated 501(c)3 nonprofit association under the laws of the State of North Carolina. This designation comes with certain restrictions to Sandhills PRIDE’s media and communications, including [benefits to private organizations](#) and how Sandhills PRIDE interacts with [political campaigns and candidates](#). All media and communications posts must not violate IRS rules, which are simplified below.

Sandhills PRIDE is not allowed to organize or operate for the benefit of private interests or individuals. The organization is allowed, however, to celebrate a financial sponsor who is an organization or individual as long as it is their support that is referenced and/or whose work is directly and obviously tied to the organization’s mission.

The tone of communications is to be professional and nonpartisan. All communications are not to contain any offensive language, imagery, or connotations, and are to be actively as inclusive in its language as possible, where possible. The Executive Director makes the final determination of what would be considered offensive.

The organization is allowed to engage in educational, nonpartisan activities related to voter education. Sandhills PRIDE encourages its communications to actively educate individuals on LGBTQ+ news (especially local stories), themes, information, and activities. Sandhills PRIDE can discuss policies, history, stories, and fact-based accounts of individuals, other organizations, and movements. If a post fits reasonably under the organization’s mission and does not actively support or oppose a specific individual (especially a political candidate), the organization can discuss the topic with its constituents to responsibly educate them.

The Executive Director will manage the day-to-day operation of media and communications, as approved by the Board of Directors. The Board of Directors may overturn any decision of the Executive Director by a majority vote.

Emails

Sandhills PRIDE will send emails out at regular intervals (weekly, biweekly, etc.) as determined by the Executive Director after counsel from the Board of Directors and/or solely the Board Chair. Final determination of frequency is under the purview of the Executive Director. Emails shall inform constituents of upcoming events, past activities, related news to the organization, and other information relevant to Sandhills PRIDE's mission. All emails must be reviewed by the Executive Director and receive approval before they are made public.

Social Media

Sandhills PRIDE will make social media posts on predetermined outlets (such as Facebook, Instagram, Twitter, etc.) at regular intervals (daily, weekly, biweekly, etc.) as determined by the Executive Director after counsel from the Board of Directors and/or solely the Board Chair. Final determination of frequency is under the purview of the Executive Director. Social media posts shall inform constituents of upcoming events, past activities, related news to the organization, and other information relevant to Sandhills PRIDE's mission. All social media posts must be reviewed by the Executive Director and receive approval before they are made public.

Responding to Messages

Sandhills PRIDE will maintain a positive, professional, and politically neutral tone while responding to messages on any platform. Messages that are purely informational with no opinion/analysis (i.e., answering the question "When does this event happen?"/"What time does this event start?"/etc.) do not require the approval of the Executive Director. Messages that require an opinion/analysis (i.e., answering the question "What is Sandhills PRIDE's opinion on this bill?"/"How effective are current ordinances at protecting LGBTQ+ people?"/etc.) requires the approval of the Executive Director.

Please note that in any moment of uncertainty, a volunteer is strongly encouraged to request the view of the Executive Director.

Outside Requests for Posting

Sandhills PRIDE on occasion receives requests for posting certain items. Sandhills PRIDE accommodates the requests of organizations we have sponsored and/or with which the organization is partnered, as long as such posts do not violate Regulations and IRS rules. Sandhills PRIDE does not post personal news (i.e., weddings, funerals, etc.) of individuals who are not staff, members of the Board, and/or volunteers serving in named positions. Sandhills PRIDE may sparingly post professional and personal updates of individuals associated with the organization (Board members, staff, volunteers, etc.) at the discretion of the Executive Director.