



Handcrafted Soap  
& Cosmetic Guild

## Organizational Policy

December 1, 2022 (v4)

# SOCIAL MEDIA POSTING RULES

The HSCG maintains a presence on Social Media which is used as a way to provide information to HSCG members and the general public about HSCG activities and matters of interest in the handcrafted soap and cosmetic industry, and also to provide a way for members and the public to connect. The HSCG maintains a presence on multiple social media platforms.

The following policies are the guidelines for any posts placed on any social media accounts maintained by the HSCG. These policies apply to both public posts and posts made by authorized HSCG representatives.

## HSCG SOCIAL MEDIA PAGES

When using any of the HSCG Social Media pages, the user must understand and agree to the following:

- ♦ I agree to only post comments or questions that are considered on topic for the page. (Soapmaking, cosmetic making, candle making, small business, marketing, finance, legal, scents, colors, techniques, troubleshooting, etc.)
- ♦ I promise to conduct myself with integrity, honor, respect, and professional courtesy toward others on the site, including other soapmakers, HSCG Members, HSCG Suppliers, customers, and the general public.
- ♦ I agree to refrain from bashing, berating, harassing, or calling others names on this site or any other site created and/or managed by the HSCG.
- ♦ I understand that the following topics are not allowed on HSCG social media platforms: politics, religion, covid-19, or any other divisive topics.
- ♦ I understand if I do not conduct myself in an ethical and professional manner, my comments may be deleted from this site and any other HSCG Site where I may have posted something rude or inappropriate.
- ♦ I understand that offering raw ingredients or used equipment (“destash”) or posting business for sale is strictly prohibited.
- ♦ I understand that the HSCG is not responsible for messages posted or advice given by members of this group and that the HSCG does not vouch for accuracy, completeness and is not responsible for content.
- ♦ I agree not to post any copyrighted material or any material that is abusive, threatening, sexually oriented, obscene, profane, hateful or in violation of any law.
- ♦ I understand that posting on the HSCG Social Media pages is a privilege and not a right.
- ♦ I understand that HSCG Social Media pages are not the place to lodge complaints against people, companies, suppliers, members or Suppliers.
- ♦ I understand that if I do not adhere to these guidelines I may be removed and/or blocked from using some or all the HSCG Social Media pages.

## FACEBOOK GROUPS

In addition to the above guidelines, participants in any HSCG Facebook Group must understand and agree to the following additional requirements:

### FOR ALL GROUPS:

- ◆ I understand that while participating in an HSCG Facebook Group I am subject to the HSCG Member Code of Ethics (whether or not I am a current member of the HSCG).
- ◆ I understand that should I violate any of the Social Media Posting Policies contained in this HSCG Organizational Policy, my access to the Group will be immediately terminated. If I am a current member of the HSCG and my access is terminated, I understand that it will have no bearing on my membership with the HSCG or my General & Product Liability Policy unless the reason for the termination is of such a nature that through due diligence is found to violate the HSCG Code of Ethics.
- ◆ I understand that the HSCG Facebook Groups are for participants to communicate with each other on topics of interest for the purpose of learning and community and that unless otherwise posted, the Facebook Groups are not a source for customer or member support. Should I have questions on my personal membership, insurance, conference, certification, benefits, etc., I will contact the staff of the HSCG Office directly during normal business hours and not use the Social Media Groups for this purpose.
- ◆ No sales are allowed in any posts to any HSCG Facebook Group. This includes posts directly selling items or services, destash posts or links to pages advertising or selling products. Sharing pictures of items you make and sell is acceptable; trying to sell them in the FB Group is not.

### FOR MEMBER'S ONLY GROUP

- ◆ I understand that in order to be a member of the closed, HSCG Member's Only Group Page, I must be a current member of the HSCG. I further understand that should my membership in the HSCG expire, my access to the HSCG Member's Only Group Page will be terminated.
- ◆ I understand that I must request access to the HSCG Member's Only Social Media Group Page and that it is my responsibility to do so.
- ◆ I understand that if I use an "alias" or different name on Facebook than my own name, that I will need to provide an Admin of the HSCG Member's Only Group Page proof of my identity prior to access into the group. Business pages are not accepted into the group.

Any HSCG representative (e.g. the Executive Director, Member Services Director, Social Media Director or any Board Member) who has Social Media Administrative rights on any HSCG Social Media page or group pages, may take immediate action when these posting policies have been violated; no additional approval is required.

## ABSOLUTE AUTHORITY

All HSCG pages or groups must be created and maintained by HSCG staff.

The HSCG has absolute authority over all HSCG social media platforms, pages and groups. It has the authority to ban, block, delete, remove or otherwise alter any post, picture, link, profile, video, or other information posted on HSCG social media platforms without notice or constraint.

Approved by the  
HSCG Board of Directors

History:

October 7, 2013	(v1) Original publication date
August 10, 2015	(v2) Revised to include provisions for new HSCG Member Only Social Media Grou
March 20, 2018	(v3) Updated to include all Social Media groups, with rules for "All Groups" and "Members Only". Additional rule added concerning no sales.
2022	(v4) Reviewed; updated and renamed.