

ST. MARY THE VIRGIN

Sovereign Military Order of the Temple of Jerusalem

Read More About It:
Social Media

ST. MARY THE VIRGIN

Read More About It: Social Media

First Edition
2021
Prepared by



Dr. Chev. Peter L. Heineman, GCTJ, CMTJ
2020 Avenue B
Council Bluffs, IA 51501
Phone 712.323.3531 • www.plheineman.net

Table of Contents

Introduction 1
GPUSA Communiques 2
Local Communiques 3
Web Design Guidelines 5
Facebook Guidelines 6
Newsletter Guidelines 7



INTRODUCTION



Social Media

The Grand Priory has multiple means to provide news and information to the membership of the Order. Local Priors and Commanderies are strongly encouraged to create a local website and newsletter and consider this part of their Templar duties.

This publication reviews the guidelines for websites, newsletters and social media.

GPUSA Communiques

The Grand Priory uses both electronic and postal means to communicate with the Order's membership. This information is provided to all active, honorary and affiliated members of the Order. Exceptions are applied to certain information. The general approach is openness and transparency. The Grand Prior, together with the Grand Editeur and other grand officers, develop and apply policies to determine who can access what information, which media outlet will be used, information quality requirements and regularity for updates. Information is promulgated through the a variety of outlets including:



The GPUSA Website – snotj.org

The website is a limited access, password protected, source of information for all active and inactive members, and consists of:

- Manual of the Order
- Complete calendar of events
- Information on upcoming Grand Priory events
- Armory: items for sale and order forms
- Minutes of all Grand Council Meetings
- Current and past issues of the Beauséant
- Current and past issues of the Templar Times
- Links to Priory websites
- Contact information for various important or informational resources of the Order



The Beauséant

All active members receive a copy of the Beauséant when published. The publication contains:

- Organization information (structure, changes)
- Necrology articles for recently deceased members
- Historical articles of interest
- Book reviews and recommended reading lists
- Summaries of Convent and Investiture events
- Focused articles on specific Priors/Commanderies
- Postulant profiles of general interest
- Grand Priory event information
- Articles of OSMTH International activities
- Photographs



The Templar Times

All current members with valid email addresses will receive the Templar Times. It is a monthly or bi-monthly electronic newsletter. The publication contains:

- Reports on current/recent news snippets (can be expanded in the Beauséant)
- Reports of people/officers, activities, relations, information, events and places to include Regions, Priors, Commanderies, and Preceptories
- Reports on policies, practices, new ideas, suggestions, proposals and a leadership dialogue with members
- Upcoming Priory events of general interest in the near term
- Necrology (short notification of the passing of members)
- Brief summaries of Convent and Investiture events



SMOTJ Social

GPUSA maintains a secure social platform for members through the GPUSA website at <https://ossn.smotj.org/>

- Articles of general interest on specific Priors/Commanderies/Preceptories
- Selected Postulant profiles of interest
- Grand Priory Event Information
- Digital photographs
- Timely repetition of important values, history, traditions and operations of the order
- Timely articles on import aspects of the Manual of the Order

Other communiques from GPUSA include proclamations, urgent news and announcements, urgent press releases, and public relations white papers, declarations, or reports.

The SMOTJ media outlets and publications (web site, Beauséant and Templar Times) are copyright protected and are for the exclusive use of the Grand Priory of the United States of America. There shall be no solicitation for funds or services of any kind for non-SMOTJ charities permitted in any of the Grand Priory media outlets. Similarly, private non-official use of SMOTJ database email lists is strictly prohibited to support local and national “Privacy rights”.

It is the longstanding policy of the Grand Council and the Order to restrict the dissemination of names and addresses of members of the Order to individuals or organizations outside the Autonomous Grand Priory of the United States of America. This protects the privacy of members’ information and personal safety in an increasingly turbulent world. GPUSA member information may NOT be used for any commercial or non-Sovereign Military Order of the Temple of Jerusalem purpose. Members who violate this provision may be referred to a Court of Honor.

Local Communiques

Local Priors are strongly encouraged to create a local website and newsletter and consider this part of their Templar duties. The Grand Editor and Grand Webmaster can assist with this effort and provide advice on how to produce and communicate their information. The layout of Priory Websites must be approved by the Grand Webmaster in advance and linked to the Grand Priory Website. Content must conform to the Grand Priory’s policies. Commandery content is a part of the Priory website to which the Commandery is associated.

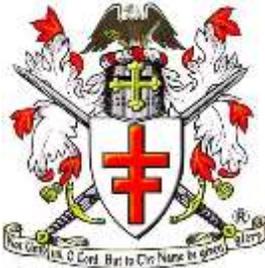
Local Templar information products should be more direct and address local activities, programs, charities, members, visits, reports from neighboring Priors, and other topics of interest.

Priory/Commandery Websites

Every Priory within the GPUSA is strongly encouraged to appoint a webmaster whose primary responsibility is maintaining the Priory/Commandery website and its social media content. These local sites play an increasingly important role in the recruitment of new Knights and Dames into the Order, and timely dissemination of information regarding the activities and achievements of local Priors and Commanderies. It is imperative that each Priory/Commandery display the utmost integrity in all things, especially how they present themselves to the public. Priors must exercise extreme diligence in safeguarding a consistent, truthful, and positive image of the Order, and adhere to the highest ethical standards. The Sovereign

Military Order of the Temple of Jerusalem (SMOTJ) has developed the following requirements and guidelines for Priory and Commandery websites.

- All materials included on the web pages must comply with U.S. copyright law and relevant licensing agreements. All images used must be either GPUSA-furnished and copyrighted, images produced and copyrighted by the Priory or Commandery, or images that are expressly in the public domain.
- All materials included on the web pages must conform to GPUSA policies and standards. All links to other web pages must be appropriate for a GPUSA-affiliated organization. An example of an inappropriate link would be one to a "Masonic Order" Priory's web page. All content must be viewable for a wide audience, and content is representative of the organization.
- To maintain consistent imagery and brand identity for the GPUSA, the Priory or Commandery web pages must be constructed using an approved template provided by the GPUSA Grand Assistant Secretary-Webmaster. All content, images, fonts, and the color palette must likewise be consistent with the approved template and the specifications provided in these guidelines.
- Each Priory or Commandery webmaster is required to maintain his or her own files and update, remove, or correct outdated materials, broken links, and other detracting elements. The website should be reviewed frequently to ensure that all information in the web pages, including links to outside resources, are current and valid.
- Copyright of the Web pages resides with the Priory, not the individual webmaster. A statement of copyright with the year and name of the Priory or Commandery should appear on every page, as provided in the GPUSA templates. Original artwork or text, and items covered by a license agreement may be copyrighted separately. Copyright information must be displayed for any materials used with permission of their copyright owners.
- The home page of each Priory must include an acknowledgment of affiliation with the Sovereign Military Order of the Temple of Jerusalem (SMOTJ) Grand Priory of the United States of America and include a link to the GPUSA home page, <http://www.smotj.org/>.
- Priory/Commandery Webmasters are held accountable for all materials within their web directories. The Grand Assistant Secretary-Webmaster periodically reviews all Priory and Commandery websites for compliance, and failure to abide by the guidelines may result in removal of unauthorized documents.



Web Design Guidelines

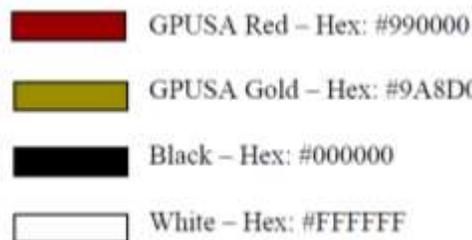
The GPUSA brand is a visitor experience represented by a collection of images and ideas; it serves to create associations and expectations among visitors to the National Organization as well as the individual priories. The GPUSA brand includes an explicit logo, fonts, color schemes, and symbols developed to represent implicit values, ideas, and even personality. Templates are available and Priors/Commanderies are encouraged to work with the Grand Webmaster in developing their social presence.



Official OSMTH logo

All pages displaying the GPUSA or OSMTH logo must display only the official GPUSA or OSMTH logo, together with appropriate copyright statements. Any logos created and approved for individual Priory/Commandery use may also be displayed. Unapproved or altered logos are not permitted.

The GPUSA brand includes specific shades of red and gold, as well as black and white. The following colors must be used on pages to support the Priory's connection to the Grand Priory of the United States.

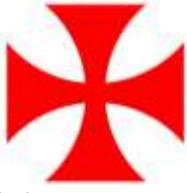


GPUSA uses several fonts in its communications:

- Headline #1** - font-family: Verdana, Arial, Helvetica, sans-serif; font-size: 12px; font weight: bold; color: #990000
- Headline #2** - font-family: Verdana, Arial, Helvetica, sans-serif; font-size: 12px; font weight: bold; color: #000000
- Page Text** – font-family: Verdana, Arial, Helvetica, sans-serif; font-size: 12px; font weight: normal; color: #000000
- Copyright Text** - font-family: Verdana, Arial, Helvetica, sans-serif; font-size: 9px; font weight: normal; color: #000000
- Sub-navigation** - font-family: Verdana, Arial, Helvetica, sans-serif; font-size: 10px; font weight: bold; color: #FFFFFF; text-decoration: none

Special fonts are also used in GPUSA communications including Skia, Old English, and Avenir LT.

Priors/Commanderies are free to use images of local events and investitures on pages ONLY accessible to members of the Priory/Commandery. No member images are allowed on the public side of the site. Personal information of members along with their images should not be included. Images from the GPUSA national site, as well as any appropriate images with secured permission may be used. Appropriate art and illustration can also be purchased from any royalty-free image source. “Templar” imagery from an outside source should be submitted to the Grand Webmaster for approval.



Templar Code of Conduct

Character is a primary consideration, as all members should bring honor, dignity, and respect to the Order by virtue of their own Christian behavior and deportment. These Christian values extend to members' behavior and deportment on any e-media.

Avoid personal attacks, slurs, and profanity in your interactions.

Refrain from posting advertisements that do not pertain directly to the intended use.

Do not post anything that you would not want the world to see, such as credit card numbers, private/personal information.

Treat all other online participants with respect without threatening, harassing, stalking, or abuse of other users.

Do not publish post, distribute, or disseminate defamatory, infringing, obscene, or other unlawful material, copyrighted material or discussion.

Do not link to external sites known to violate our code of conduct.

continued on next page...

Facebook Guidelines

In accordance with the current Facebook Terms of Service, while the Facebook user retains ownership of all content and information that is posted on the Facebook site, Facebook "is granted a license that permits the sharing of all user notes, message, and pictures" by Facebook, Inc., on the site, including sharing by any other Facebook users that are provided access to the user's Facebook page, subject to the privacy and application settings of the Facebook user account.

Facebook tracks personal activity and users are given the right to distribute this information.

Facebook's Terms of Service (ToS) require users to agree to certain terms such as granting Facebook a license to "share" all the content posted or uploaded on the Facebook site, subject to the privacy and application settings of the Facebook user account. Sharing content and information, means "...you are allowing everyone, including people off of Facebook, to access and use that information, and to associate it with you."

The Prior is accountable for everything that transpires within the Priory and affiliated Commandery(s). Should the Priory decide to implement a Priory Facebook presence, the Prior assumes full accountability for the operation and conduct of the Priory Facebook page in which case the Prior appoints one or more moderators and/or assistants to provide ongoing moderating of the Priory Facebook page. Oversight by moderators can help protect The Sovereign Military Order of The Temple of Jerusalem, Inc. from violation of federal and state laws and regulations.

The role of the moderators, and ultimately the Prior, is to:

- Verify that only members of the Order participate and join.
- Remove improper (private information, inappropriate information, etc.) material posted to the Priory's Facebook page.
- Only use GPUSA or Priory trademarked logos in accordance with the direction of the Grand Avocat of the proper use of the GPUSA trademarked logos. If GPUSA trademarked logos are used the logo must also be the full and proper form of the trademarked logo and must contain the full and proper trademark symbols reference for each instance of the trademarked logo's usage.
- Remove links that are adversarial to GPUSA's mission and culture or are simply inappropriate.

Priorities should not create a Facebook "home page."

The following information must be posted to each GPUSA Priory Facebook page:

- A mission statement that describes the purpose of the Priory Facebook page, which is to further Templar discussion in support of Priory functions and projects

Code of Conduct (cont.)

Do not post or promote any materials that could harm or disrupt another user's computer or would allow others to inappropriately access software or web sites.

Adhere to all local and national laws that pertain to Priory's location.

Use good judgment when evaluating information provided through any communication service and remember that the information provided could be from people at any age and experience level. The decision to conduct on-line transactions is your own and you should perform your own research prior to making any decisions.

You are responsible and liable for all your activities while participating in SMOTJ Templar e-media.

The Priory moderator reserves the right to ban any participant for violating any of these rules.

Each member is solely responsible for protecting his/her computer against interference or viruses that may be encountered on the Internet and from the SMOTJ Templar websites.

Do unto others in a helpful Christian manner, as you would wish they would for you.

- The following Mission must also be posted on the Priory's Facebook opening page;

"The Sovereign Military Order of the Temple of Jerusalem, Inc. is an autonomous and independent organization, incorporated in the United States, which seeks to emulate the chivalric and charity traditions of the original Templars. Its members apply themselves energetically and selflessly to Christian charitable initiatives, and are dedicated to certain modern Christian endeavors, which include:

- i. Increasing understanding between religions,*
- ii. helping pilgrims visit holy places,*
- iii. maintaining a Christian presence in the Holy Land,*
- iv. supporting the poor, sick and unjustly accused,*
- v. standing against oppression, and*
- vi. protecting freedom of speech."*

- The email address of the Prior and one alternate address selected by the Prior (e.g. prior@priory.org, webmaster@priory.org).
- A notice that *"The comments posted on this Facebook page do not reflect the views or policy of The Sovereign Military Order of The Temple of Jerusalem, Inc., the Autonomous Grand Priory of the United States of America, or the Priory of (Priory name) but are solely the opinions of the individual Facebook participants."*
- A cautionary statement advising that each user is responsible for making suitable and appropriate privacy settings for his/her participation
- A notice that any GPUSA copyrightable material or trademarks should have the appropriate copyright notice, or trademark notice, as applicable, provided and that any information that is copyrighted by a third party should not be posted without permission and must have any required copyright or other restrictive notice as required by the owner of the material.

Newsletter Guidelines

Copies of local newsletters should be sent to the Grand Editor. Priory/Commandery Secretaries are encouraged to submit timely articles for inclusion in GPUSA publications. Priory newsletters are posted on the GPUSA website.

The same social media requirements apply:

- All images used must be either GPUSA-furnished and copyrighted, images produced and copyrighted by the Priory or Commandery, or images that are expressly in the public domain.
- Each newsletter must include an acknowledgment of the Priory's/Commandery's affiliation with the Sovereign Military Order of the Temple of Jerusalem (SMOTJ) Grand Priory of the United States of America.
- Do not use improper (private information, inappropriate information, etc.) material.
- Do not use materials that are adversarial to GPUSA's mission and culture or are simply inappropriate.

Tips for writing an effective newsletter include:

- **Make the title or subject line interesting and informative.** Give a little taste of what the newsletter covers by dropping interesting keywords. *In this issue...*
- **Make the format easy for your audience to read.** Too many fonts, colors, and sizes can be distracting in a newsletter. To streamline your newsletter, use one font for the whole newsletter or use one for the headings and a separate font for the text.
- **Provide content worth reading.** Provide useful and interesting content that your subscribers might actually want to read.
- **Give authoritative information.** Cultivate trust with the readers by sharing accurate, reliable information. Research the information that is put in the newsletter.
- **Keep it short and simple.** Make sure that readers can get the information they need quickly and easily.
- **Keep them regular.** Regular enough that you stay in people's minds, but not so frequent that it just gets annoying.
- **Include relevant images.** Avoid using generic stock photos or clip art. Instead, add photos that match the material.
- **Write your newsletter as though you are communicating with a friend.** Writing in a relaxed, conversational tone can make the newsletter seem more personal.
- **Proofread before you send it out.** Grammatical errors and typos can turn some readers off.
- **Give readers the option to “opt out”.**

ST. MARY THE VIRGIN

Read More About It: Social Media
