



Fraternal Digital Media Policy

Updated January 2026

We want to make it easy and safe for leaders to connect with members online. These guidelines apply to anyone involved with chapters, Summit chapters, and youth service clubs. All digital tools must follow this policy and Modern Woodmen standards.

Staying in Touch with Members

Fraternal leaders are encouraged to stay in touch with members about fraternal activities using approved tools.

- Phone calls
- E-invitations (emails and texts)
- Closed Facebook groups
- Zoom meetings

Not sure if a tool is approved? Contact the Fraternal Department.

Phone Calls

Leaders can call members to talk about events, feedback, or planning. Find member phone numbers on your chapter roster located on the dashboard at *imakeanimpact.org*. Youth club rosters can be found in the Youth Service Club Roster Report, located under the 'Reporting' tab in the top navigation on *imakeanimpact.org*.

E-Invitations (Emails & Texts)

E-invitations are the easiest way to promote activities. They're sent automatically based on your activity request form.

- Only members registered on the Modern Woodmen member website receive email e-invitations. A mobile phone number must be provided on the member's official member record to receive text messages.
- Unlike postcards, e-invitations can go out closer to the event and include reminders.
- **Email:** Instead of sending mass emails using personal email accounts, use the fraternal e-invitation system. A leader may email individual members as long as those members have agreed to be contacted and the leader has their email addresses.
- **Text:** No group texts. Individual texts are okay with member consent.

All details of the request will appear in the email invitations. Because text messages have limited space, they will include only the event title, date, location, leader name, and leader phone number.

Closed Facebook Groups

Private groups help build community and share updates. Use them for:

- Posting event invites
- Polls and feedback
- Sharing photos
- Virtual activities
- Planning ideas

Limit membership to people on your chapter or youth club roster.

To request a closed Facebook group, go to the *Leader Resources* section on the Training and Resources site and complete the *Closed Facebook Group Request*.

Hosting Online Activities

In-person events are best, but approved online tools can help:

- Facebook Live: Stream events for group members only.
- Watch Parties: Watch and comment on videos together.
- Messenger Rooms: Video chat with up to 50 members.

These tools should only be used within your chapter or youth service club's closed Facebook group, where member privacy and engagement can be better supported.

Zoom Meetings

Modern Woodmen provides Zoom accounts for fraternal use.

To request or link a Zoom account, go to the *Leader Resources* section on the Training and Resources site and complete the *Zoom Account Request Form*.

Avoid using Zoom for personal meetings.

Photos & Videos

Protect member privacy:

- Get consent before sharing photos.

- Confirm consent through Fraternal Connect, sign-in sheets, or a Photo Release Form (available on *imakeanimpact.org*). If members have provided consent through this platform, no additional forms are needed.
- Leaders who aren't Modern Woodmen reps may only post photos in closed groups - not on personal or business pages.
- No photos of minors on social media.
- For activities without a sign-in sheet (such as delivering a Matching Fund check), each person in a photo must complete a Photo Release Form. You can find the form on *imakeanimpact.org* or request one from the Fraternal Department directly at 800-322-9805. Completed forms should be returned to the Fraternal Department with the appropriate chapter or youth service club number.
- Modern Woodmen financial representatives must also follow any rep guidelines established by Enterprise Marketing and Communications.

Tools You Can't Use

- Phoneyvite or similar calling tools
- Separate business or cause pages
- Other social media platforms like Twitter, LinkedIn, blogs

Need Help?

Questions about digital tools or best practices?

Email fraternal@modern-woodmen.org or call 800-322-9805.