



## **2026 Mat-Su Health Foundation Social Media Guidelines**

Mat-Su Health Foundation (MSHF) is committed to improving the health and wellness of our region, including creating safe, respectful, and inclusive communities across our social media channels.

In the spirit of cultivating an engaging, mutually respectful environment, MSHF operates under the following social media guidelines that ensure our accounts remain places of support and celebration for all of Mat-Su.

Our social media channels are public spaces. While we welcome engagement, participation is subject to the following guidelines. These guidelines are not meant to be exhaustive but to provide clear expectations for conduct, content, and personal expression across social media.

### **Personal Accounts**

- Employees, board members, and contractors of MSHF may maintain personal social media accounts. **The opinions expressed on personal accounts are their own and do not represent the views, positions, or official statements of the Mat-Su Health Foundation.**
- Only content shared through official MSHF social media channels or official statements should be considered representative of the Foundation.

### **Expectations for Followers and Participants**

We aim to foster a safe, respectful, and healthy online environment. By engaging with our social media channels, you agree to:

- Be respectful and courteous to others.
- Engage in fair dialogue, even when opinions differ.
- Stay on topic and relevant to the original post.
- Use appropriate language.
- Respect privacy and confidentiality.

We welcome diverse perspectives and constructive feedback when shared respectfully.

### **Prohibited Content**

The following content is not permitted on MSHF social media channels:

- Hate speech, harassment, threats, or personal attacks.
- Discriminatory language based on race, ethnicity, religion, gender, sexual orientation, ability, or other protected characteristics.



### ***Prohibited Content cont.***

- Profanity, or obscene or explicit content.
- Misinformation or false claims presented as fact, particularly related to health or the Foundation's work.
- Spam, commercial promotions, or repetitive posting.
- Content that violates privacy or shares personal or confidential information.
- Content that is unlawful or encourages illegal activity.

### **Moderation and Enforcement**

To curate a healthy social media space, MSHF monitors our channels and reserves the right to:

- Hide or remove comments or posts that violate these guidelines, with or without notice.
- Limit or block users who repeatedly violate these guidelines.
- Report unlawful or threatening behavior to the appropriate platform or authorities.

Moderation decisions are made to protect the safety, integrity, and purpose of our online spaces and are not intended to suppress respectful dialogue or differing viewpoints.

All engagement is also subject to the terms of service and community standards of each social media platform. Users are responsible for complying with those policies in addition to these guidelines.

### **Questions or Concerns**

If you have questions about these guidelines or concerns about content on our channels, please contact the MSHF Communications Team at [updates@healthymatsu.org](mailto:updates@healthymatsu.org).

**Thank you** for your continued support and engagement. With these guidelines, we can work together to create a healthier Mat-Su online.