



## Take This Social Media Policy

Social media is a powerful tool to reach the game development community around the world. However, social media use can also open people to harassment and abuse. Take This has developed a policy to help protect our volunteers and staff, clarify formal guidelines for official Take This accounts, and provide recommendations for the larger game development community.

### Social Media Use for Official Take This Accounts

These guidelines are for the official accounts *only*.

**Purpose:** Official Take This social media accounts, including accounts on Twitter, Twitch, and Facebook, are used to inform members of the game and game development communities about events, resources, new activities, and issues impacting the game community, and other information that is relevant to the community. Social media accounts created by Take This are property of, and administered by Take This. Failure to adhere to these guidelines may result in loss of access to an official account.

**Tone:** Official Take This social media accounts should adhere to the Take This brand guidelines, with tone that emphasizes hope, empowerment, and support. Official Take This accounts should not use a cocky, flippant, or braggadocious tone, and should never post offensive or insulting material.

**Harassment and Other Problems:** If a social media account tags or otherwise directs a message to an official Take This account that is inflammatory, harassing, or is otherwise in bad faith, the official account should ignore the post and report it to the relevant platform or authorities as applicable. Official Take This accounts should not engage with accounts, or posts, whose purpose is to prompt an altercation, or to otherwise harm the organization and/or its members. In these cases, engagement of any kind encourages the bad behavior.

Official Take This accounts should mute, but not block, accounts on social media who persistently or significantly harass the official account. If a muted account continues to harass an official Take This account, or attempts to harass the account followers, Take This will immediately escalate the issue to the social media platform and/or appropriate law enforcement or medical emergency authorities.

Official Take This accounts should never be used for the personal or professional benefit of the account manager, or to provide a benefit that someone would not have otherwise received.

## Social Media Use for Personal Accounts of Take This Board, Staff, and Active Volunteers and Ambassadors

Staff, board, and active volunteers and ambassadors of Take This are neither required nor expected to maintain a social media presence. However, if you have a presence online, the following guidelines apply.

Personal accounts of Take This Board, Staff, volunteers, and ambassadors are not monitored; however, because of the nature of social media and electronic communications, it's possible that any post can be shared with any person in the world. We urge people to be conscious of the potential audience of any social media post, even if the intent is for the post to be private. Take This Board members, staff members, and volunteers may include their Take This affiliation in their social media profiles, but are not required to do so. If you include your affiliation, please also include an appropriate disclaimer that clarifies that you are not representing the Take This in your account's postings. Suggested disclaimer language includes "Tweets are mine alone", "Posts do not represent Take This", "Views are mine", "Opinions are mine".

If you are contacted about an official Take This position on an issue, any interaction with someone regarding an issue related to Take This either directly or by association, or any other Take This related topic you are not comfortable addressing, please escalate the issue to Take This as soon as possible via [info@takethis.org](mailto:info@takethis.org).

Take This members are expected to adhere to the Take This standards for talking about mental health and interacting with people expressing mental health challenges (see <https://www.takethis.org/about/faq/>), and should be aware that certain online behaviors, including engaging in harassment (see below), attempting to impersonate another person, encouraging discrimination, or using inappropriate language to address mental health challenges would be considered violations of this policy, and would be subject to disciplinary action, including removal from their position with Take This, according to Take This' internal social media disciplinary policies. Above all, Take This recommends restraint in all social media use and encourages users not to use social media as the primary platform for complex, nuanced, or hot-button commentary or information.

Harassment is defined as: direct physical or verbal threats, engaging in behavior that attacks a person rather than calling out behavior, any activity designed to incite online mob behavior and create unsafe online or physical spaces for one or more people, gaslighting (psychological manipulation in which a person seeks to sow seeds of doubt in a targeted individual or in members of a targeted group, making them question their own memory, perception, and reality.), or comments that espouse hate speech, violence, or sexual assault of any kind.

For clarity, the following types of posts are not considered violations of this policy:

- Engaging in a political or religious discussion
- Providing commentary, positive or negative, about a game or game company
- Using profanity
- Telling someone to leave you alone
- Reporting or calling out harassment
- Defending another person from harassment in a manner not in violation of our definition of harassment, above
- Specific criticism of an individual's behavior

If you become the target of harassment while volunteering with or working for Take This, especially as a result of your involvement with Take This, Take This will support you as best we can, prioritizing your safety and mental and emotional health, and acting on your behalf only with your informed consent. This may include: taking over communication with the harasser, taking responsibility for escalation and reporting, providing you with resources and support for online security and mental health, and publicly reaffirming our social media policy and social media expectations for all people interacting with representatives of Take This.

Please email [info@takethis.org](mailto:info@takethis.org) immediately for support and assistance. [Info@takethis.org](mailto:info@takethis.org) is monitored during regular business hours (Eastern time), Monday through Friday. Outside of these hours, you can reach Take This staff through private message on Twitter or the Take This Volunteer Slack (if accessible). If your physical safety is threatened, call your local emergency number immediately. Specific suggestions for reacting to online harassment may be found via [Crash Override](#).

**Take This Board Members and Staff:** Take This board members and staff are held to higher standards for their comments on public social media accounts. Specifically, as outlined in the Board Member Job Description, Take This board members are expected to act as ambassadors for Take This and support Take This' messages, events, and expectations for talking about mental health. Take This board and staff members may be asked to retweet or share specific Take This announcements from their personal accounts; board and staff members may do so at their own discretion.