**Information Management**

As of 20200725

Purpose: This document outlines plans for VFW Post 12074 to manage information regarding social media and website(s) and to support recruitment efforts, resource allocation, and VFW National Headquarters requirements to maintain historical records.

1. Social media policy

a. Social media coordination

(1) The Post 12074 Commander will appoint a Social Media Coordinator (SMC), who will control all social media accounts that represent Post 12074, with the exception of the Post website. The SMC is responsible for all written content, photographs, and videos posted on all social media accounts.

(2) The SMC will maintain a list of social media accounts, login identification, passwords, and other credentials required for managing all social media accounts. The SMC will notify the Post 12074 Adjutant when any login information changes so that the Post maintains account control at all times.

(3) The SMC has authority to assemble and direct a Post 12074 social media committee to support social media efforts. If the SMC assembles a social media committee, he/she will keep the Post Commander, the Post Adjutant, the Post Quartermaster, and the Post general membership informed of committee actions.

(4) The SMC has authority to obtain assistance for development of social media content from sources outside of Post 12074 but must keep the Post Commander informed of these actions.

(5) The SMC has authority to work with organizations and individuals outside of Post 12074 in order to develop social media relationships and networks.

(6) The SMC will coordinate efforts that support membership recruitment with the Post 12074 Senior Vice Commander.

(7) As needed, the SMC will coordinate social media content with the Post 12074 Webmaster.

(8) The SMC will ensure that the content of social media accounts is free from offensive postings, politically-driven content, and personal information about Post 12074 officers and members. The SMC has full authority to remove such postings from Post media platforms.

(9) The SMC will ensure that content of social media accounts complies with U.S. law (including the Privacy Act), National Headquarters guidance, and directives from the Post 12074 Commander.

b. Use of VFW logo

(1) In accordance with National Headquarters direction, Post 12074 can use the VFW logo in social media postings, provided that Post 12074 uses prudent judgment with postings and promptly removes postings if requested by National Headquarters.

(2) When possible, the SMC will use VFW-approved templates for managing information content.

2. Website policy

a. The Post 12074 Commander will appoint a Post Webmaster, who will control the Post website. The Post Webmaster is responsible for all written content, photographs, and videos posted on the Post Website.

b. The Webmaster will report login identification, passwords, and other credentials required for managing the website to the Post 12074 Adjutant.

c. The Webmaster will coordinate with the SMC to ensure synchronization of content of the Post 12074 website and Post social media accounts.

d. The Webmaster has authority to obtain assistance for development of website content from sources outside of Post 12074 but must keep the Post Commander informed of these actions.

e. The Webmaster has authority to work with organizations and individuals outside of Post 12074 in order to develop media relationships and networks.

f. The Webmaster will coordinate efforts that support membership recruitment with the Post 12074 Senior Vice Commander.

g. The Webmaster will ensure that the content of the Post 12074 website is free from offensive postings, politically-driven content, and personal information about Post officers and members. The Webmaster has full authority to remove such postings from the Post website.

h. The Webmaster will ensure that content of social media accounts complies with U.S. law (including the Privacy Act), National Headquarters guidance, and directives from the Post 12074 Commander.

i. The Webmaster will coordinate with the Post 12074 Quartermaster to obtain resources to support website design and maintenance.

j. When possible, the Webmaster will use VFW-approved templates to synchronize website content with other VFW posts.

k. The Webmaster will designate and maintain space for storage of Post 12074 historical documents. The Webmaster will ensure that the Post Commander, Adjutant, and Quartermaster know how to save historical documentation to the Post website.

l. The Webmaster will assign email accounts associated with the Post 12074 website to the Post Commander, Adjutant, Veterans Service Officer, Quartermaster, and Chaplain. If additional officers require email accounts, the Webmaster will obtain request authority from the Post Commander.

3. Post records retention, storage, and destruction schedule

a. Post 12074 officers have responsibility and authority to ensure retention and storage of documents required by National Headquarters. In absence of Post real property, Post officers will retain the primary copy of records at their homes of record, with clear markings that these records are the property of Post 12074 and must be returned to the Post at the request of the Post Commander. Post officers will maintain back-up electronic copies of their records on the Post website.

b. Post 12074 officers will ensure that records that are obtained, retained, and stored comply with U.S. legal requirements, including the Privacy Act.

c. Post 12074 officers will ensure retention and storage of the following records.

|  |  |  |
| --- | --- | --- |
| **Officer** | **Document** | **Duration** |
| Post Commander | Reports approved and submitted to District, Department, and National Headquarters | 10 years |
| Post Commander | Executive correspondence | 10 years |
| Junior Vice Commander | Community service records | 3 years |
| Quartermaster | Bank Statements and investment records from all Post accounts | 5 years |
| Quartermaster | Monthly financial reports and records of financial transactions | 7 years |
| Quartermaster | Financial reports from committees | 5 years |
| Quartermaster | Inventories of post property | Permanent |
| Quartermaster | Records of collection of membership dues | 7 years |
| Quartermaster | Forms required by federal, state, or local statute | Permanent |
| Quartermaster | General ledger | Permanent |
| Adjutant | Post Charter | Permanent |
| Adjutant | Post strategy, policies and procedures | Until superseded |
| Adjutant | Original application of every member admitted to the Post | Permanent |
| Adjutant | Minutes of each Post meeting after correction and approval | 5 years |
| Adjutant | Current orders or circulars issued by the CINC, National Headquarters, Department Commander, District Commander, and Post Commander | Until superseded |
| Adjutant | Postal records | 1 year after end of FY |
| Adjutant | General correspondence file | 3 years |
| Adjutant | Legal correspondence file | Permanent |
| Adjutant | Proof of eligibility of Post officers | 5 years |
| Adjutant | Post election results | 5 years |
| Adjutant | Current Post bylaws; Manual of Procedure and Ritual of the VFW; current bylaws for Department and District organizations | Until superseded |
| Adjutant | Membership applications | Permanent |
| Adjutant | Contact information for Post members | Continuous |
| Adjutant | Contact information for Post officers and their next of kin | Continuous |
| Adjutant | Accident reports | 30 years after settlement |
| Trustees | Quarterly financial audits | Permanent |
| Trustees | Annual financial audits | Permanent |
| Trustees | Inventories of Post property | Permanent |
| Trustees | Documentation of Post audits | Permanent |
| Service Officer | Records required in accordance with VSO responsibilities | As required |