



Trout Unlimited Social Media Policy

Effective: March 1, 2026

This Policy applies to all Trout Unlimited (TU) staff, contractors, and volunteer leaders managing TU-affiliated social media accounts.

Purpose

This policy sets guardrails for social media activity conducted on behalf of Trout Unlimited. It ensures that our communications are respectful, lawful, aligned with TU's mission, and reflective of our values as an organization.

This policy covers both professional use (i.e., posting in your capacity as a TU employee, contractor, or volunteer leader) and any personal use that could reasonably be associated with your role at TU.

Core Principles

- **Be a Champion for TU's Mission:** Your posts and engagement should uphold TU's mission to care for and recover rivers and streams and their trout and salmon populations.
- **Speak Honestly and Respectfully:** All communication must be truthful, accurate, and respectful. Misleading, harassing, discriminatory, or defamatory content is prohibited.
- **Maintain Clear Boundaries:** If you are speaking personally and not on behalf of TU—especially when your views differ from TU's—you must clearly state that your views are your own.
- **Protect Confidentiality:** Never disclose TU's confidential, proprietary, sensitive, or private information on social media. This includes donor information, legal matters, policy deliberations, or internal operations.
- **Comply with the Law, Regulations, and TU Policies:** You must comply with all applicable, laws, regulations, and policies, including TU's nondiscrimination, harassment, and confidentiality policies in TU's Employee Handbook, as well as all applicable laws governing copyright, privacy, political activity, and advocacy.

Every River Needs A Champion

Social Media Use on Behalf of TU

When you manage or contribute to any TU-affiliated social media account:

- Represent TU accurately: Use your real name, and do not misrepresent your role or authority.
- Stay within your expertise: Only speak on topics on which you have been authorized or have subject matter knowledge.
- Be apolitical: TU, as a 501(c)(3) nonprofit, is prohibited by federal tax law from endorsing political candidates. No electioneering or partisan political activity is allowed on TU accounts. Be aware of your TU affiliation if engaging in electioneering on your own social platforms. If you choose to engage in such activities, make clear you are doing so on your own behalf.
- Escalate serious issues: If you see misinformation about TU or face a hostile online situation, refer it to TU's communications staff rather than engaging personally.
- Have multiple administrators: TU National, chapters, councils, 5 Rivers and alternative engagement groups should have at least two authorized individuals identified as administrators on every TU-affiliated social media account.
- Gain appropriate approval before creating new accounts: No new TU social media accounts shall be created without express permission of the Digital Marketing Director.

Personal Social Media Use

When posting on personal accounts:

- Avoid confusion: If there's a reasonable chance your personal comments could be perceived as representing TU, clarify with a disclaimer (e.g., "The views expressed here are my own and do not necessarily reflect those of Trout Unlimited.")
- Use personal devices and accounts: Personal social media should generally not be conducted using TU equipment or TU-managed platforms.
- Do not disclose confidential TU information: This includes information about TU donors, members, financials, or internal discussions.

Enforcement

Violations of this policy may result in disciplinary action, including revocation of volunteer privileges, removal of social media posting privileges, or termination of employment. TU reserves the right to monitor public social media activity to protect its reputation and enforce this policy.

Every River Needs A Champion

Summary

At TU, our rivers, our reputation, and our relationships all matter. Use good judgment. Stay true to our mission. Protect TU's credibility. When in doubt, pause before you post—and ask.

Reach out to socialmedia@tu.org with questions or concerns.

Approved by Chris Wood, President and CEO, on Feb 26, 2026 |

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