



## **Maine Association of Recovery Residences Social Media Policy** *For Affiliate Members*

### Introduction:

Social Media platforms, such as Facebook, Instagram, Twitter, TikTok and others, offer a great way to engage with community members, family, friends, and recovery allies. By offering education, current events and advocacy alerts, social media platforms can be a simple and accessible way to engage. However, this mode of information sharing comes with risks, which is why the Maine Association of Recovery Residences (“MARR”) has created the following policy for all operators and staff of recovery residences certified by MARR as meeting the standards promulgated by the National Alliance of Recovery Residences (“NARR”), which operators and staff are hereinafter collectively referred to as Affiliates.

### Purpose:

The primary purpose of this Social Media Policy is to establish standards and guidance to ensure that all Affiliates are upholding NARR’s standards and the Code of Ethics promulgated by NARR. Additionally, this document serves to provide notice to Affiliates of the procedures and actions that may be undertaken if social media conduct or content that violates and may violate this Social Media Policy is reported to MARR. By your signature below, you acknowledge your understanding and acceptance of the policy set forth herein and the procedures and actions that may be undertaken if violations or alleged violations of this Social Media Policy are reported to MARR.

### Social Media Content:

If an Affiliate is creating social media content about/with other Affiliates or recovery residences operated by other Affiliates, or about the Affiliate’s own recovery residence(s):

1. The content shall not contain names of any residents.
2. The content shall not reveal the location of any residence operated by another Affiliate. This includes photos of the house with street names or numbers included, or contain images that can identify the location based on landmarks or other images that could reveal the location.
3. The content shall not be sexually suggestive in any way.
4. The content shall not jeopardize in any way the health, safety or welfare of any resident or staff member of any recovery residence.

5. The content shall not include language that suggests or consists of violence, threats, racist remarks, bullying, harassment, homophobic language, or disparaging comments concerning religion, race, gender identity, or sexual orientation.
6. The content shall not include words or images that promote or suggest illegal activity of any kind, including but not limited to the use or sale of illicit substances.
7. The content shall not contain information that is demonstrably false, defamatory, or derogatory concerning any Affiliate or any recovery residence operated by an Affiliate.

Violations:

If an Affiliate's violation or alleged violation of this Social Media Policy is brought to the attention of MARR, the violation or alleged violation will be reviewed by the MARR for an investigation and determination of next actions. Such action may include, without limitation, one or more of the following if MARR determines that a violation has occurred:

1. A warning, probationary period or suspension of MARR's certification of the Affiliate or any recovery residence operated by the Affiliate, for a time period to be determined by MARR's Board of Directors in its discretion based on the severity of the violation.
2. Removal from MARR's website of the name of Affiliate (or any recovery residence operated by the Affiliate), or any link to the contact information or website for such Affiliate or recovery residence.
3. A requirement that the social media post involved in the complaint be removed and a public apology issued in a timely fashion.

MARR shall provide written notice to the Affiliate responsible for the post concerning any complaint MARR receives about social media content constituting a violation or alleged violation of MARR's Social Media Policy, and any action taken by MARR in response thereto, and will be allowed to respond to that complaint or appeal any action taken by MARR within ten (10) days of receiving written notice thereof. MARR reserves the right in its sole discretion to take action without waiting for the Affiliate to respond to the subject complaint, and in such event the Affiliate's recourse is limited to appealing such action as set forth herein. Any such appeals shall be governed by an appeals process formulated by MARR.