

Montana Historical Society Guidelines and Practices on Social Media

Our Goals

To build lasting relationships between MHS and the public, we share posts that engage, inform and educate. By communicating regularly, we strive to build awareness of MHS collections, activities, goals, and contributions. Our social media submissions come from MHS employees and occasional guests such as Fellows, outside researchers, interns, and volunteers. In addition, we may post items in support of other organizations or events that are consistent with the MHS mission and/or are partners with the Montana Historical Society.

Platforms

The Montana Historical Society (MHS) manages several social media platforms, including Facebook, Twitter, Instagram, Pinterest, and Blogger, along with YouTube and SoundCloud.

Monitoring our Platforms

We follow Best Practices for social media management and as such, we monitor our platforms for adherence to those. We value the free exchange of ideas and encourage civil discourse. Comments, posts and messages are welcome and we are committed to giving commenters broad latitude. However, we reserve the right to monitor and remove any comments or posts that we determine, in our sole discretion, to be inappropriate, abusive, defamatory, in violation of a third party's property rights, or commercial promotions. Such material may include, but is not limited to, obscene or racist content, personal attacks, threatening language, potentially libelous statements, content totally unrelated to the site and original post, and commercial promotions or spam.

How we handle our own potentially sensitive content

We understand some content we post may be provocative; however, we use historical titles in order to retain the original intent of the creator. And, we use historical images to provide evidence of the cultural context and values of the past.

If you have a specific issue with any of our content, or with any comments associated with our posts, please contact MHS directly asparks@mt.gov or bapepperrottness@mt.gov

Using our own photos for social media

We reserve the right to alter, crop, enhance, and/or color our photos for use on any promotional or social media. If you would like to see the original image of any of our photos, you can visit the Research Center or contact the Photo Archives at 444-4739.

Copyright, permissions, and reusing our social media

Reuse of our materials

We encourage responsible reposting of our content. Much of the content we share is protected by U.S. Copyright Law (Title 17, U.S.C.) Transmission or reproduction of materials protected by copyright beyond that allowed by fair use requires the written permission of the copyright owners. Use of the materials may also be subject to other legal rights, for example, rights of

publicity, privacy rights, or other legal interests. Learn more about obtaining permission to publish our materials [here](#).

Reproductions of our materials

For information on obtaining digital and/or hard copies of items displayed on Montana Historical Society social media accounts, please visit our [reproductions policy page](#). Or, you can see if it is available in our [MHS Bookstore](#).

MHS Social Media Contest Eligibility and Disclaimers

MHS sometimes uses social media contests to spark engagement with our resources and to encourage conversation amongst our social media communities. When conducting contests, we must adhere to certain legalities and, as such, have determined our rules and regulations for all social media contests. Below are the essentials.

Eligibility

- Must be eighteen years or older to win.
- Must be a resident of the United States to win.
- We reserve the right to remove any submissions that contain profane, obscene, hateful, or political content. Removal of your content will nullify your eligibility.
- Employees, and their families, of MHS are restricted from entering any MHS contest.

Disclaimers

- By entering any of our social media contests, you agree to a complete release of all social media platforms we manage (such as Facebook, Twitter, Instagram, Pinterest, and other social networks) from any liability in connection with the contest.
- Promotions are in no way sponsored, endorsed, associated with, or administered by Facebook, Twitter, Instagram, Pinterest, or other social networks.
- By adding your content to an MHS-sponsored contest, you are granting MHS permission to use content on other social media. However, we will not use names for any purpose other than to notify and announce a winner. And, winners will be notified by the deadline provided in the contest guidelines, after verification of compliance with our stated eligibility requirements.
- Prizes have no cash value.