



## Montana Historical Society Social Media Community Guidelines

### Purpose and Scope

The Montana Historical Society (MTHS) uses social media platforms to educate, engage, and connect with the public about Montana's rich history, cultural heritage, and preservation efforts. These guidelines govern all interactions on official MTHS social media accounts and establish standards for community engagement.

### Community Guidelines

When engaging with MTHS social media content, we ask that you consider the following community standards:

#### Acceptable Content and Behavior

**Stay On Topic:** Comments and posts should relate to Montana history, cultural heritage, MTHS collections, historic preservation, educational programs, or the specific topic of the post.

**Be Respectful and Constructive:** We encourage healthy discussion and debate about historical topics, interpretations, and preservation issues. Treat all community members with courtesy and respect.

**Share Responsibly:** When sharing historical photographs, documents, or artifacts, please provide proper attribution and context when known. We welcome contributions that enhance historical understanding.

**Educational Focus:** Posts that contribute to historical knowledge, share family histories, or provide additional context to historical events are encouraged.

#### Prohibited Content

The following types of content may be removed:

##### Inappropriate Language and Behavior:

- Obscene, vulgar, threatening, or harassing language
- Personal attacks or offensive comments targeting individuals or groups based on ethnicity, race, age, religion, gender, sexual orientation, or disability status (MCA 49-2-308)
- Use of excessive capitalization (ALL CAPS) in a hostile manner

##### Off-Topic or Disruptive Content:

- Commercial solicitations, promotions, or advertisements unrelated to historical education
- Political campaign content promoting or opposing candidates for elected office
- Spam or repetitive posting
- Off-topic comments that derail historical discussions

##### Harmful or Illegal Content:

- Content advocating illegal activities

- Malicious software or suspicious links
- Material that violates copyright, trademark, or other intellectual property rights
- Content that compromises personal privacy or safety
- Fraudulent or defamatory statements

#### **Sensitive Content:**

- Content that may compromise the security of MTHS facilities, collections, or staff
- Personal information about individuals without their consent
- Content that could endanger historic sites or artifacts

#### **Special Considerations for Historical Content**

**Respectful Discussion of Sensitive Topics:** Montana's history includes difficult chapters. We encourage thoughtful, respectful discussion while maintaining sensitivity to all perspectives and communities affected.

**Historical Accuracy:** While we welcome diverse interpretations of historical events, we ask that discussions be grounded in factual evidence. Misinformation or deliberately false historical claims may be addressed or removed.

**Cultural Sensitivity:** We ask that content regarding Indigenous history, sacred sites, or cultural practices be shared with appropriate respect and acknowledgment of tribal sovereignty and cultural protocols.

#### **User-Generated Content**

**Original Content:** Users are encouraged to share their own historical photographs, family stories, and Montana-related historical content that enhances community understanding of our state's heritage.

**Permissions and Rights:** Only post content you own or have permission to share. Reproduced historical materials should include proper attribution when possible.

**Quality Standards:** User-generated content should meet basic standards of historical relevance and community appropriateness as outlined in these guidelines.

#### **Content Moderation**

**Review Process:** All comments and user-generated content are subject to review by MTHS social media administrators.

**Removal:** Content that egregiously violates these guidelines may be removed without notice. Repeat offenders may be blocked from MTHS social media platforms.

**Appeals:** Users who believe their content was removed in error may contact the MTHS Public Information Officer at [mths@mt.gov](mailto:mths@mt.gov) for review.

#### **Privacy and Terms of Service**

**Platform Terms:** All users are subject to the Terms of Service of the host social media platform (Facebook, Instagram, X, etc.). Content shared on MTHS pages may be used by platform owners according to their terms.

**Privacy Considerations:** Information shared on public MTHS social media pages is visible to the public and may be used for educational purposes in accordance with our mission.

### **Questions and Concerns**

Questions about these guidelines or concerns regarding MTHS social media activity should be directed to the MTHS Public Information Officer at [mths@mt.gov](mailto:mths@mt.gov).

### **Guideline Updates**

These social media community guidelines may be modified at any time to better serve our community and educational mission. Updates will be posted on our website and social media channels.

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*The Montana Historical Society is committed to fostering an inclusive, educational, and respectful online community that honors Montana's diverse heritage and promotes historical understanding for all.*