



Linked in Friendship, Connected in Service

October 2024 Protocol Pearl



Protocol for the Polls

The Links, Incorporated has a celebrated history of advocating for positive change and ***Link Up The Vote*** is a testament to our unwavering commitment to social action. By actively engaging in voter registration, information, activation and anti-suppression efforts, we are not only exercising our democratic rights, but also empowering others to do the same.

And as always, as a non-profit organization, *it is critical* that you remember that the organization and its members cannot endorse or visually support any particular candidate for office while wearing Links attire/paraphernalia or performing activities under the Links name, but we *can* provide information to help voters make informed decisions on their own.

Examples of Acceptable T-Shirts and Apparel



Communication Protocol

Always participate in a manner that is consistent with the good name of The Links organization—appropriately, respectfully, and gracefully. Further, **do not post** photographs or comments that would compromise the good name of the organization.

REMEMBER: Links online activity should reflect our offline principles of integrity, leadership, accountability, and dignity.

- ✓ Protect the confidentiality of The Links, Incorporated brand, proprietary materials and private conversations by setting appropriate Facebook/IG/X (formerly known as Twitter) privacy restrictions and monitoring your content before publishing.
- ✓ Share posts and tweets from official The Links, Incorporated social media page and partner organizations.
- ✓ Create educational content that connects with The Links, Incorporated legislative priorities and resolutions and local chapter programming.

Communication Protocol

- ✓ Use The Links, Incorporated social action campaign hashtags - #LUTV2024
- ✓ Create an appropriate hashtags for initiatives undertaken by the chapter.
- ✓ Remember who speaks for The Links, Incorporated and be mindful about the messaging in your posts.
- ✓ **Do Not** endorse candidates on chapter social media accounts.
- ✓ **Do Not** endorse candidates in personal posts in the name of The Links, Incorporated or your local chapter.
- ✓ **Do Not** use chapter membership roster for political advertising or campaigning.