



Digital Community Engagement Rules

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Digital Community Engagement: Requirements for Group Administrators

BACKGROUND

EO members are encouraged to enhance their membership experience through connection with other members across borders, industries, languages and cultures worldwide. To facilitate peer connection in digital groups and communities, EO offers or supports a variety of optional digital community engagement tools for mobile and desktop use. EO developed this set of rules as a clear framework and guidance tool to help group administrators manage discussions in harmony with EO's policies, brand standards, and core values. Our intention is to ensure a consistent, positive experience for members connecting on these platforms.

APPLICABILITY

These rules apply to all spaces in which current EO members organize and connect through digital means, whether through mobile messaging apps or through browser-based social media platforms owned or managed by the Entrepreneurs' Organization, or by others. These communities may either be managed officially by EO (for EO business purposes) or created by members to connect around a specific topic of shared interest, but without official EO involvement or endorsement.

When would these rules apply? The simple answer centers on the use of EO's brand. If a digital community uses the EO brand name or visual likeness ('Entrepreneurs' Organization', 'Entrepreneurs' Organisation', or 'EO') as a tool to attract or engage with fellow EO members or the public, the group administrator/s are required to adopt and enforce these rules.

With the use of EO's brand, the Entrepreneurs' Organization reserves the right to delete or require deletion of posts or comments that do not comply with its Code of Conduct for members, its organizational purpose, or with its core values. EO also may block or ask a group administrator to block repeat offenders, and/or to request closure of any community that bears the EO name or brand when it does not comply with these stated requirements or other EO policies. This is to protect EO's brand integrity, reputation, and member experience.

DIGITAL COMMUNITY ENGAGEMENT RULES

Below are EO's requirements for digital communities, including mobile messaging chat groups, and the Policies that apply.

- **All online communities must appoint at least one group administrator to monitor and enforce community rules.** In exchange, EO will provide a set of rules that must be upheld by administrators.
- **All online communities bearing EO's name or visual likeness are required to follow [EO's Brand Playbook](#)**, notably the Key Responsibilities for Managing an EO-Branded Social Media Channel and Community Management Guidelines. Any questions not covered by these written guidelines may be directed to socialmedia@eonetwork.org.



- **EO members who elect to join digital communities that EO does not host, directly administer, or manage do so voluntarily**, acknowledging that EO is not responsible or liable for individual or collective activity in those communities.
- **All unofficial digital communities utilizing the EO brand (name or logo) must include a pinned disclaimer informing participants that they are independently managed** and do not necessarily reflect the views of EO. This disclaimer must also state clearly that the group or community is not organized, operated, moderated, routinely monitored by EO, but rather, by the individuals who created it.
- **All communication between and among current EO members is subject to EO's policies**, including, without limitation, [EO's Code of Conduct](#), which includes [EO's Anti-Harassment, Anti-Retaliation & Non-Discrimination Policy](#), EO's [Non-Solicitation Policy](#), and EO's [Confidential Information Policy](#). Correspondence in digital communities, including mobile messaging apps, is considered member to member communication, and is therefore subject to all the above-mentioned policies in all cases.

MANAGING AND ENFORCING CONDUCT IN DIGITAL COMMUNITIES

- **Group administrators are responsible for proactively managing posts that do not align with the stated rules or EO's Code of Conduct.** Participants within digital communities with other EO members may also flag posts for the administrator to review.
- **For issues that violate digital community rules, the administrator(s) is/are advised to have a conversation with the participant who violated the rules** and ask that they voluntarily remove their post. If a participant in violation refuses, the administrator has the right to remove the post and the participant from the community.
- **EO reserves the right to delete or require deletion of posts or comments that clearly violate stated community rules.** EO is also within its authority to block or ask the administrator to block repeat offenders, or to demand closure of any community that bears the EO name or brand and does not comply with these stated requirements and EO policies.

SUGGESTED TEMPLATE FOR DIGITAL COMMUNITY DESCRIPTION AND DISCLAIMER

[Name of Community] Rules

- This group is open to [state requirements for participation (e.g. chapter presidents from the region)]
- The purpose of this group is to: [state groups purpose (e.g. connect presidents for experience sharing)]
- *If applicable:* This group has been authorized per the EO Board's waiver of the Non- Solicitation Policy to provide humanitarian support during [X] crisis. Under this waiver, the following is allowed: 1) Requests for donations or in-kind assistance, and 2) Requests for humanitarian support of EO members. Promotion of any EO member's business, including the businesses of EO members affected by the crisis, is prohibited. Requests for military aid and assistance are strictly prohibited.
- The administrator of this group is [name administrator].
- Community Rules:
 - All interactions in this group must align with its stated purpose.



- All participants must abide by EO's Code of Conduct and communicate professionally, courteously, respectfully, and inclusively.
- Insert appropriate rule for solicitation
 - [Solicitation in this group is prohibited (applies to most)]
 - [By opting into this group, you understand and consent to being solicited in line with the group's purpose. (applies to opt-in marketplace, or needs and leads groups)]
- Posts regarding political, religious, or social issues not aligned with EO's Core Values are prohibited.
- The Administrator will monitor posts to ensure they adhere to the stated rules and EO policy and reserves the right to remove posts or participants at his or her sole discretion.
- You may opt out of this group by removing yourself and/or contacting the Administrator.
- Insert other