

SFMOMA Virtual Art Bash Community Engagement Policy **April 12, 2021**

INTRODUCTION

Art Bash is the art-filled signature fundraiser for the San Francisco Museum of Modern Art (“SFMOMA” or the “Museum”). This year, Art Bash is an exciting multi-day virtual experience that benefits SFMOMA’s vibrant exhibition and education programs, with a focus on making art accessible and meaningful to the broadest possible audience. Since the Art Bash 2021 experience is based on media, we want to create a safe and respectful place for dialogue and exchange of ideas.

PURPOSE

SFMOMA has established this policy to provide guidance on Community Engagement and Participation on Social Media Platforms and the Art Bash chat, which includes establishing guidelines for a safe and respectful community dialogue, such as specific standards and clear procedures for responding to comments (or removing comments if necessary).

COMMUNITY ENGAGEMENT AND PARTICIPATION ON ART BASH CHAT AND SOCIAL MEDIA PLATFORMS

SFMOMA values being an active part of the community and welcomes and encourages community engagement on all of the Museum’s social media platforms as part of its charitable museum mission and public purpose. SFMOMA’s procedure for monitoring social media and chat comments is to allow individuals the right to express their opinion, even if it is negative or critical to the Museum.

SFMOMA loves conversation and is happy to entertain dissenting opinions and a broad range of perspectives. To help ensure a safe and respectful place for all, SFMOMA reserves the right to remove any comments that cross the line into obscenity, spam, hate speech, personal attacks or threats, or any harassing, defamatory, or discriminatory statements targeting individuals or groups based on race, gender, national or ethnic origin, religion, sexual orientation or expression, age, physical or mental ability, or other protected characteristics. SFMOMA also reserves the right to remove any comments that disclose another individual’s private information.

If a comment on one of SFMOMA’s social media platforms or the Art Bash chat falls into one of these categories, or otherwise presents a concern, SFMOMA staff will contact their supervisor, SFMOMA’s General Counsel, SFMOMA’s Chief Human Resources Officer, and SFMOMA’s Interim Chief Marketing and Communications Officer.

SFMOMA wants to facilitate dialogue. No decision to remove any comments on any of SFMOMA’s social media platforms or the Art Bash chat shall be made without consultation from SFMOMA’s General Counsel and SFMOMA’s Chief Human Resources Officer, documentation of the comments at issue (whether through screenshot or otherwise), and final approval from the Museum Director, unless the comment concerns one of those parties. In no event shall an individual who is the subject of a comment be involved in the final decision of whether or not to remove said comment. For the avoidance of doubt, SFMOMA’s Marketing and Communications Department, including the Social Media division, does not have the right to remove any user-generated content on any SFMOMA social media platforms or the Art Bash chat without following the procedure and obtaining the required approvals outlined above.

In managing its social media platforms and the Art Bash chat, and as part of its goal of facilitating dialogue, SFMOMA shall use good faith efforts to promptly address user comments where necessary, acknowledge feedback, provide clarifying, accurate information to help avoid misunderstandings (or provide contact information for offline resources where appropriate), and to otherwise engage in respectful and productive dialogue prior to removing any comments under this policy.

If the Museum ultimately removes any comments in accordance with this policy, it shall provide notice of the violation and an opportunity for the individual to re-post a comment that complies with the policy.

QUESTIONS

For questions about this policy, please contact Adine Varah at avarah@sfmoma.org, Davida Lindsay-Bell at dlindsay@sfmoma.org, or interim Chief Marketing and Communications Officer, Jill Lynch at jlynch@sfmoma.org. Thank you.