

Rothko Chapel Social Media Engagement Guidelines

The Rothko Chapel supports the free engagement and exchange of ideas on the social media content and pages of the Rothko Chapel including Facebook, Instagram, Twitter, LinkedIn, Vimeo and SoundCloud. However, Rothko Chapel administrators moderate these pages and reserve the right to remove comments, posts, photos, or any content if it is derogatory, obscene, defamatory, off topic, commercial advertising or not aligned with the Chapel's mission and spirit, as outlined in the following guidelines.

The views expressed by external comments on Rothko Chapel posts reflect those of the individual authors and do not necessarily reflect the official views or position of the Rothko Chapel.

Examples of appropriate engagement and comments include those that:

- Relate to the Rothko Chapel's mission to create opportunities for spiritual growth and dialogue that illuminate our shared humanity and inspire action leading to a world in which all are treated with dignity and respect
- Relate to the content in the Chapel's posts or comments left by other individuals
- Are thought-provoking and spark discussion while maintaining a positive, courteous, or constructive tone

Examples of engagement and comments that are not supported—and that the Chapel reserves the right to hide and/or delete—include those that:

- Are unrelated to content in posts, comments from other readers, or the Chapel's mission as outlined above
- Descend into negative, derogatory, or defamatory language
- Are insulting to the Chapel or other commenters and readers
- Promote, endorse or advertise commercial products and services

Engagement and comments that will be deleted without notice include those that:

- Contain content deemed obscene, indecent, profane, including (but not limited to) content of a sexually explicit, racially or ethnically objectionable nature
- Contain unlawful content or hate speech
- Contain advocacy on a legislative issue or for a political office
- Contain personal attacks, including insults, threats or defamation
- Contain spam or advertising
- Are disruptive or inappropriate, including personal conversations better suited for direct, private communication

Numerous violations of the above guidelines may result in a commenter being blocked from further engagement on the Rothko Chapel's social media platforms.