

Friendly Fifth Friday News
June 28, 2019

Send all web posting info and calendar dates/events directly to our webmaster at
inputd5@sonsofnorway5.com



MASSE MORO

SONS OF NORWAY FIFTH DISTRICT NORWEGIAN HERITAGE CAMP

40th Anniversary Celebration!

Celebrate with us - Masse Moro's 40th Anniversary!

When: Saturday, July 27th starting at 10 a.m.

Where: Beaver Creek Reserve, Fall Creek, WI

Agenda: Presentations by our 2019 campers

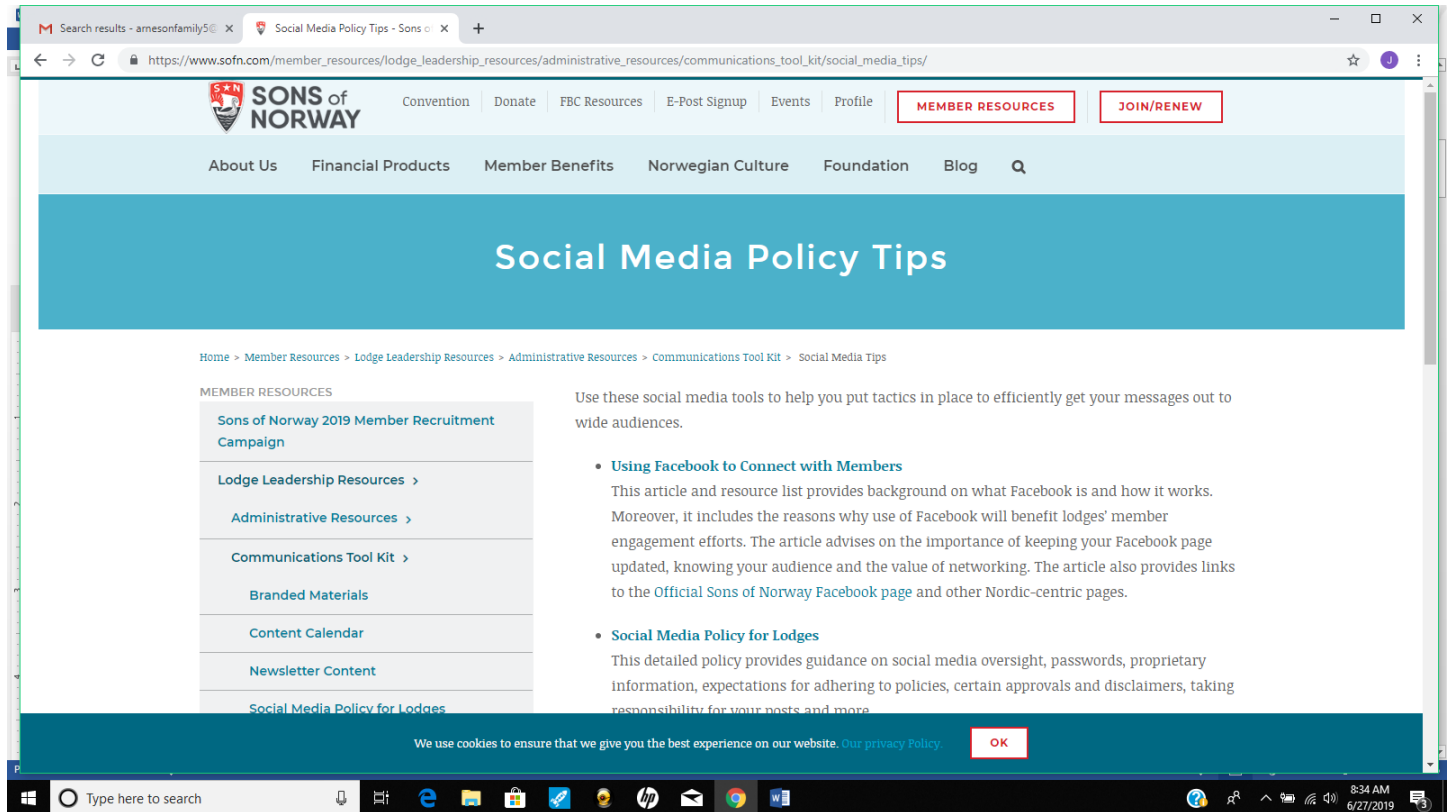
- ◆ Founder's statement as to "how it all began"
- ◆ Comments from some of our first campers
- ◆ Folk Dancers, Treats and Frozen Custard
(donated by Culvers—Brackett Ave. Eau Claire, WI.)

Mange Takk!



Social Media and Facebook – lots of resources on the International website. I am cutting and pasting articles that refer to hyperlinks. In order to make them work, you must log in!

https://www.sofn.com/member_resources/loodge_leadership_resources/administrative_resources/communications_tool_kit/social_media_tips/



Use these social media tools to help you put tactics in place to efficiently get your messages out to wide audiences.

- **Using Facebook to Connect with Members (see part of article below)**
This article and resource list provides background on what Facebook is and how it works. Moreover, it includes the reasons why use of Facebook will benefit lodges' member engagement efforts. The article advises on the importance of keeping your Facebook page updated, knowing your audience and the value of networking. The article also provides links to the Official Sons of Norway Facebook page and other Nordic-centric pages.
- **Social Media Policy for Lodges (see the policy below)**
This detailed policy provides guidance on social media oversight, passwords, proprietary information, expectations for adhering to policies, certain approvals and disclaimers, taking responsibility for your posts and more.
- **Sons of Norway Facebook Policy (see below)**
This policy is posted on Sons of Norway's Facebook group page. It can provide guidance to lodges as they develop their own policies. The policy covers how to observe copyright laws and handle off-topic comments and inappropriate language.

- **Social Media Content and Calendar**

This resource will provide links to timely Sons of Norway content that can be repurposed for your social media posts. This content can supplement or enhance your own local content that may include event notifications, community announcements and other topics of interest for your audiences.

Did you know that over the last two years, Sons of Norway has recruited twice as many young adults (24 to 55 years old) than in the last five years? With this influx of new, more active members come new opportunities to meet their expectations. This often means lodges will have to incorporate new tactics and resources to keep these new members connected with the lodge. We're already seeing some lodges beginning to use Facebook as a means to reach out to younger members, and their community as a whole. Let's look at some information about Facebook and best practices to make sure your lodge gets the most out of it.

Facebook is the largest social media network with more than 1.25 billion users. Originally created for college students, the site's fastest growing demographic is now 45 to 54 year olds, which has grown by 79% over the last two years. This combination of a strong base of young adults coupled with a growing number of middle aged users makes Facebook the perfect tool for Sons of Norway lodges.

Facebook is free to use. For the lodge, you'll want to create a Facebook 'fan page.' Think of a page as a Facebook website. The easiest way you can create a Facebook page is through your own personal Facebook profile. **View this slideshow** for a better idea of how to get started creating a profile for your lodge. While it's geared toward businesses, the process is essentially the same no matter your page's purpose, in this case promoting your lodge.

Once you've created a profile, there are a few best practices that will help your lodge succeed on Facebook. To help us out, we checked in with Joan O'Bryan, Askeladden Lodge #5-610 in Kalamazoo, MI. The lodge uses Facebook to create a wider reach in its community.

Here are a few hints for creating your own successful page.

- **Keep your page updated.** To use Facebook to its full potential means keeping it updated with content like events and photos. At Askeladden Lodge, Joan keeps the page updated with interesting news and events from the lodge and Norway. Some of the biggest Facebook pages will update multiple times a day. As your lodge starts out, though, try and shoot for at least two posts a week.
- **Know your audience.** Facebook allows you to view the average age of your fans. A lot of Askeladden's fans are between 45 and 54. Knowing this allows Joan to tailor what she posts to maximize the lodge's engagement with fans on the page.
- **Don't be afraid to network.** Not only does Facebook allow your lodge to network with members and the community, it can help your lodge grow connections within the community. Don't be afraid to use your lodge's Facebook page to become fans of other groups your lodge may want to collaborate with in the future.

Policy for Lodges- Revised 11-2016

Social Media Definition

For the purposes of this policy, the term “Social Media” refers to forms of electronic communication through which members create online communities or forums to share information (such as ideas, messages and other content). This can be done through blogs, discussion forums and other social media such as Twitter or Facebook.

Oversight

All social media efforts for lodges conducted by its members and officers on behalf of the lodge fall under the jurisdiction of the lodge’s Executive Committee, which shall have the final determination over all social media efforts and the policies laid out in the following document.

Passwords

In an effort to maintain a succession plan in the event of membership/officer changes, all passwords and usernames for the various social media tools shall be provided to the lodge president.

Proprietary information

Members/officers may not disclose any personal, confidential or proprietary information about other members, your specific lodge, Sons of Norway, its affiliates, vendors or partners. In addition, because Sons of Norway is constantly creating new projects, programs and benefits at the international level, the lodge is required to get approval from Sons of Norway HQ prior to releasing information or details about organization-wide subjects within social media channels.

As a member/officer of and representative for Sons of Norway within the social media sphere, you are expected to adhere to the following policy:

- Follow all applicable Sons of Norway policies
 - Always abide by the ethics policies set forth by Sons of Norway Headquarters and the lodge and live the mission/vision of the organization.
- Refrain from objectionable or inflammatory posts.
 - Do not post anything that is false, misleading, obscene, defamatory, libelous, harassing, hateful, abusive, threatening, or embarrassing to another person or entity.
 - Consequences for violating of this section of the policy will be determined by the lodge Executive Committee
- Don’t speak for Sons of Norway.
 - Members/officers are not authorized to speak officially for Sons of Norway and may not be authorized to speak on behalf of the lodge.
- Act responsibly and ethically
 - When participating in online conversations or communities, do not misrepresent yourself. If you are not an International Board officer, HQ staff member, etc. do not represent yourself as one.
- Be professional, accurate and honest
 - One of the worst things you can do online is to build a reputation for being unprofessional or dishonest, because it can have wide ranging negative effects. Errors, omissions or unprofessional language reflect poorly on Sons of Norway and may result in liability for you, your lodge or the organization as a whole
- Use good judgment

- Always think before clicking the send/submit/post/etc. button. Consider whether the information is appropriate to the audience, in-line with the official messaging, and if it misrepresents any facts (intentionally or otherwise), etc.
- If you are ever in doubt, don't post it. Instead, contact the appropriate lodge officer or HQ staff member and discuss it further.
- Abide by the law and respect copyright laws
 - Ignoring copyright law can leave you, your lodge and Sons of Norway vulnerable to legal action.
 - Never take/use/post content written/recorded/created by someone else and try to pass it off as your own. Always be clear that it belongs to someone else.
 - Whenever possible, ask the individual who created the content for permission to use their content. At the very least, cite their name/username/location where the content was obtained.
- Be yourself
 - Each person's individuality is something that should be celebrated. Let your own personality shine through when using social media—that's part of its attraction.
- Add value
 - Part of what makes social media so unique and enjoyable for millions of users is the community aspect, where users bring new and interesting information to the community to share. This adds value for everyone participating, so always look for ways you can add value to the conversations happening.
- Be mindful of the permanent memory of the internet
 - It's been shown that no matter how hard you try, once content is uploaded to the internet it will exist FOREVER somewhere, be it on a public server, private workstation, etc.
 - Keep this in mind before posting anything to the internet because if you make a statement you might regret later on, there could be lasting repercussions.
- Be a scout for compliments and criticism
 - Social media is all about community and conversations. We want to be part of them, so always be on the lookout for mentions of Sons of Norway in the various social media sites you frequent.
- Always disclose your affiliation
 - This is important because if you do not disclose your affiliation/relationship with Sons of Norway right away it can reduce your credibility.
- State that it's YOUR opinion (IMHO)
 - Whenever commenting on issues related to Sons of Norway or its subsidiary brands, it is a good idea to preface your statement with IMHO (In My Humble Opinion) unless you have been authorized to speak in an official capacity on behalf of the organization.
 - Another way to approach this issue, in cases of blog posts or longer online communications, is to state that "the views expressed here are my own and do not reflect the views of my employer"
- Write in the first person
 - Always write in the first person for credibility. Use "I" statements, rather than "we."
- Use a disclaimer if you post a comment outside Sons of Norway channels, publish a personal blog post or share an image that has something to do with your work at Sons of Norway.
 - In cases where you are weighing in on issues related to Sons of Norway with an opinion, use a disclaimer like the following: "The views expressed here are my own and do not necessarily reflect the views of Sons of Norway."
- Get approval before announcing any company news via social media tools/sites

- Never “break news” or make the first announcement of any company news without receiving the appropriate approval. Here again, if you are ever in doubt about how to proceed, don’t post anything. Instead, contact a lodge officer or the correct HQ staff and discuss the matter further.
- Be the first to respond to your own mistakes and take responsibility
 - Often in the social media arena people post comments/content that contains mistakes, factual errors, or inappropriate content. If you are ever party to this, it is your responsibility to take responsibility for the errors and make appropriate amends (correcting information, apologizing in cases where others were offended, etc.).
- Let subject matter experts respond to negative posts
 - This is self-explanatory. When a discussion occurs about a subject that you’re unfamiliar with, please refer comments to one of the many experts available on staff.

If you think that the expert might not be aware of the discussion, please make them aware immediately.

Sons of Norway Facebook Policy -Policy in force since 2013

The views expressed on this Facebook group are the sole responsibility of the member(s) and do not necessarily reflect the views of Sons of Norway. Sons of Norway is not responsible for the content of user posts or the content of any linked website, or any link contained in a linked website, or any changes or updates to such websites.

The posting of a link does not imply endorsement by Sons of Norway of the linked site or its contents. Sons of Norway does not govern and is not responsible for the privacy practices of other sites. Sons of Norway encourages you to read and familiarize yourself with the privacy statements of any website that requests your personal information.

Because of online copyright laws, members of this group may not post content that is in violation of U.S. Copyright. If you are going to post something that you do not own in total, please obtain the content creator’s permission to do so prior to posting and then cite the creator in the content. Content posted to this group that violates U.S. copyright law will be removed upon identification. Also, members who repeatedly post this type of content will be removed from the group.

Off-topic comments as well as those promoting unapproved products and services will also be removed. Because this group is a place where members can come together to share their experiences, celebrate their heritage and discuss topics directly related to Sons of Norway, solicitation or promotion of unapproved private businesses is not allowed. Content of this nature that is posted to the group will be deleted. We will also delete any comment that we believe does not reflect the best interests for the organization as a whole. This includes comments that use inappropriate or inflammatory language (including but not limited to name calling, bullying or threatening) or are potentially libelous or injurious to the privacy of an individual or group. Users posting these comments will be banned from commenting on this group.

Also, because there is already a grievance policy established in the organization’s Constitution, which outlines the appropriate steps to follow, this group will not be used for airing individual grievances about a lodge or directing animosity towards specific officers or members for the purpose of alienation. Those who choose to use the group in this manner will be warned and, if repeated, will be removed from the group.

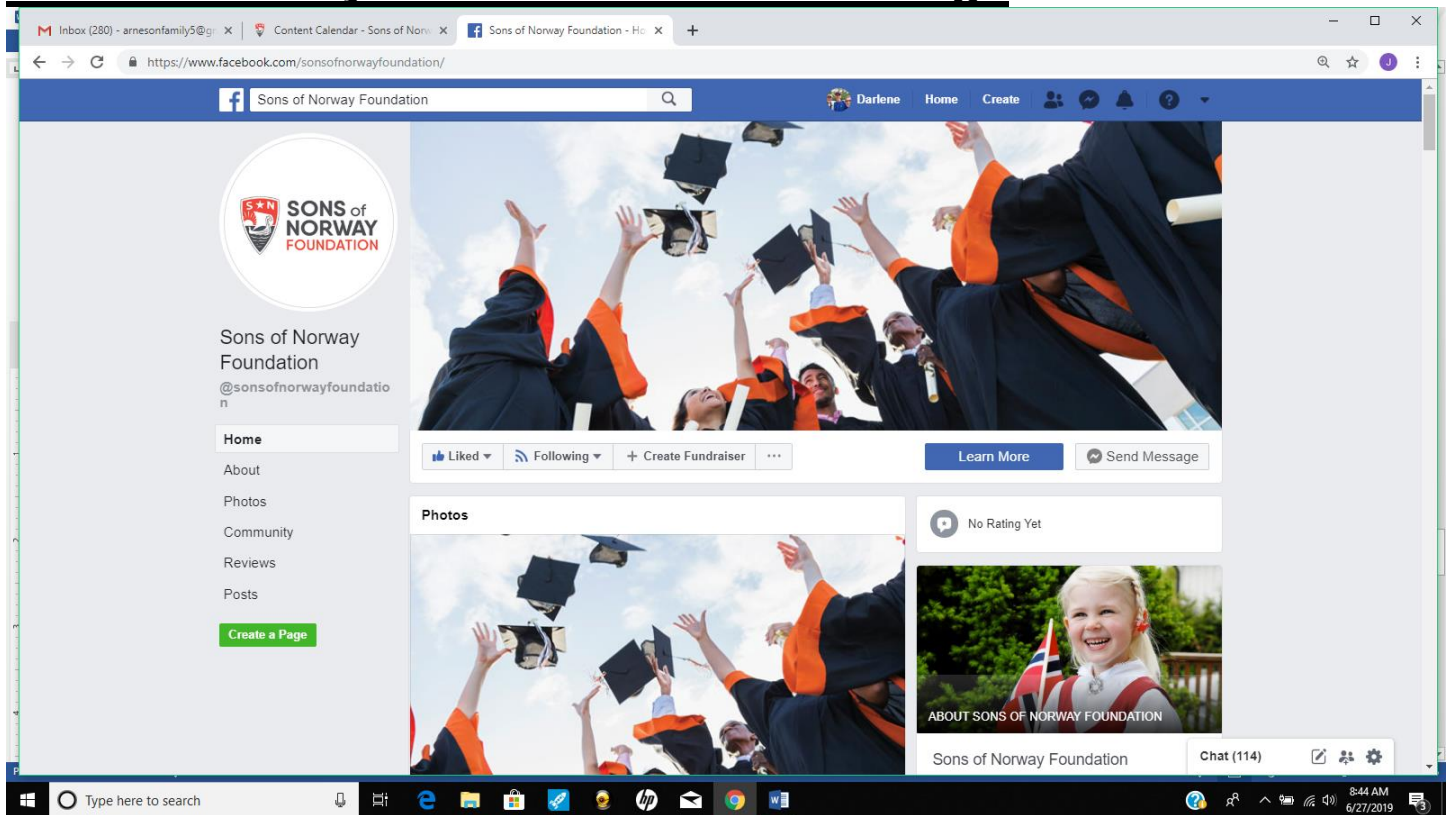
Official Sons of Norway Facebook Page

This screenshot shows the Facebook interface for the "Official Sons of Norway Facebook Group". The page header includes the group name and navigation options like "Home" and "Create". The main content area features a large banner image of a Norwegian fjord with red wooden houses and snow-capped mountains. Below the banner are options to "Join", "Notify", "Share", and "More". A post creation section allows users to "Write Post", "Add Photo/Video", "Live Video", or "More". The right sidebar displays the group's profile picture, name "Sons of Norway", and a "Send Message" button. Below that, there is an "INVITE MEMBERS" section and a "MEMBERS" section showing 12,065 members. A "NEW ACTIVITY" section shows a post by "Britt Annie Johnsen" shared a post. The bottom of the page shows a Windows taskbar with the search bar and various application icons.

District Five Facebook Page

This screenshot shows the Facebook interface for the "Sons of Norway District 5" page. The page header includes the group name and navigation options like "Home" and "Create". The main content area features a large banner image of a Norwegian fjord with a rainbow over the water and mountains. Below the banner are options to "Join", "Notify", "Share", and "More". A post creation section allows users to "Write Post", "Add Photo/Video", "Live Video", or "More". The right sidebar displays the group's profile picture, name "Sons of Norway District 5", and a "Send Message" button. Below that, there is an "INVITE MEMBERS" section and a "MEMBERS" section showing 12,065 members. A "NEW ACTIVITY" section shows a post by "Britt Annie Johnsen" shared a post. The bottom of the page shows a Windows taskbar with the search bar and various application icons.

Sons of Norway Foundation Facebook Page



2019 District 5 and International Calendar and Deadlines

(Updated 5/30/2019- changes in red)

July 10, 2019

Photos for the Viking are due to District Publicity Director Karen Eberhardt- eber01dj@gmail.com

July 28, 2019

Sons of Norway Norse Valley Lodge 5- 491 50 year Anniversary Celebration! Liberty Hall 800 Eisenhower Dr., Kimberly, WI

August 10, 2019

Photos for the Viking are due to District Publicity Director Karen Eberhardt- eber01dj@gmail.com

September 10, 2019

Photos for the Viking are due to District Publicity Director Karen Eberhardt- eber01dj@gmail.com

October 10, 2019

Photos for the Viking are due to District Publicity Director Karen Eberhardt- eber01dj@gmail.com

October 18-20, 2019

District 5 Leadership Conference in Cedar Lake, IN

November 10, 2019

Photos for the Viking are due to District Publicity Director Karen Eberhardt- eber01dj@gmail.com

December 10, 2019

Photos for the Viking are due to District Publicity Director Karen Eberhardt- eber01dj@gmail.com

DISTRICT FIVE LODGE MEETING

June 24-28, 2020 at the Radisson Hotel, Grand Canyon Drive, Madison

INTERNATIONAL LODGE MEETING

August 16-23, 2020 in Hamar Norway

Viking Chest Rotation

- The rotation will begin again with this rotation.
- The zone directors are responsible for keeping track of the whereabouts and letting their lodges know that the chest is in their zone for that time period.
- The chest should be brought back to the District Board Meeting to be given to the next zone.

Time period	Zone with chest
October 2017-April 2018	4
April 2018-October 2018	6
October 2018-April 2019	1
April 2019-October 2019	3

Zone Meeting Schedule 2019

Zone	Date	Hosted by	Location
1	Thursday, Feb 21	Zone 1 Directors	Veterans Community Center, Hayward during the volunteer

			reception after Barnebirkie
2	April 27, 2019	Tom Boudreau and Karen Broadhead	Woodland Church ; 190 Hoover Ave., Plover WI.
3	Sat. Feb 16	Idun Lodge	Trinity Lutheran Church, Madison
3	Sunday, June 9	Cheryl Schlessler	Picnic and Fisheree - Edgerton
4	June 15	Mike Palecek	Heg Park, Wind Lake
5	Saturday June 8, 2019 9 am - 2 pm	Skjold Lodge 5-100	All Saints Lutheran Church 630 S. Quentin Road Palatine, IL
6			

Note:

- Check correspondence from the International and District and the International (www.sofn.com) and District (www.sonsofnorway5.com) websites for any updates and changes.
- Additional deadlines for the District 5 and International Conventions/Lodge Meetings will be added as those dates are established. Watch for future mailings and the District 5 website.
- The District 5 Convention will be June 24-28 at the Radisson Hotel, Grand Canyon Drive, Madison hosted by Idun Lodge.
- The International Sons of Norway Convention will be August 16-23, 2020 in Hamar Norway

Compiled by Darlene Arneson, SN District 5 Secretary (arnesonfamily5@gmail.com or 608-873-7209)

FFFN Basics

In an attempt to help our lodge leaders become more familiar with resources, changes, deadlines and other information, I will compile a weekly “Friendly Fifth Friday News” email to our leadership. Some of the information you might already have, but hopefully it will be a good reminder for all of us (me included) of all the great resources that Sons of Norway has to offer. **Please feel free to cut and paste any of this information for your lodge’s use!**

Send all web posting info and calendar dates/events directly to our webmaster at inputd5@sonsofnorway5.com

With our new arrangement, I actually send the FFFN pdf to our webmaster on Thursday morning before I go to work. So if you have anything you’d like me to consider putting in, please send it by

Wednesday night. Please do not send pdf's as I have a hard time cutting and pasting them. The Word Document works best for me.

Don't forget that lodge events should be submitted to inputd5@sonsofnorway.com as I have a hard time keeping track of all lodge activities. I'll put some in but that is more the role of the website event calendar.

If you would like to get the MS Word document, just shoot me an email and I'll add you to the list. I send it out right after I send the email to the large group.

Darlene Arneson – arnesonfamily5@gmail.com
