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Karuk Tribe



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**Approved by Council on
2/26/2026**

Social Media Management Policy

I. Purpose

The purpose of the Karuk Tribe Social Media Management Policy is to establish uniform standards for the creation, operation, and oversight of all official Karuk Tribe social media accounts. This policy ensures that social media platforms are used responsibly, professionally, and in alignment with the Tribe's mission, values, and governance structure.

This policy applies a **single, integrated Code of Conduct** to all Karuk Tribe–managed social media accounts and governs both internal account management and public user engagement.

II. Scope

This policy applies to:

- All official Karuk Tribe social media accounts
- All program-specific social media accounts approved by the Public Affairs Office
- All employees, contractors, interns, or volunteers authorized to manage or post content on behalf of the Tribe or its programs

Approved platforms include:

- Facebook
- Instagram
- TikTok
- X (formerly Twitter)
- YouTube.

No other platforms may be used for official Tribe or program business without the explicit written approval of the Tribal Council.

III. Authority and Oversight

The Public Affairs Office is the designated authority responsible for the oversight and management of all official Karuk Tribe social media accounts. This authority includes overseeing and creating all approved Karuk Tribe and program social media accounts, maintaining administrative access to those accounts, enforcing compliance with this Social Media Management Policy, and revoking account access or operational privileges when necessary to protect the Tribe's interests, reputation, or governance structure.

IV. Account Authorization and Setup

A. Program Account Requests

Karuk Tribe programs seeking to create and manage a social media account must obtain approval from the Karuk Tribal Council. All requests for approval are obtained through submission of a **Social Media Account Request Form**, <https://tally.so/r/WORGbe>, which documents the program purpose, intended platform(s), designated account operators, and compliance responsibilities.

No social media account may be created or used for official program business until written approval is granted.

Upon approval, the Public Affairs office will create the account as an Admin and provide the program with access to the account. The Public Affairs Office must remain as an Administrator. Programs must also designate a minimum of two program staff members with account access, not including the Public Affairs Office, to ensure continuity of operations.

B. Account Naming Standard

All program-managed social media accounts must follow a standardized naming convention to ensure public clarity and consistency. Account names must begin with:

Karuk Tribe – [Program Name]

This naming format may not be altered without written authorization from the Public Affairs Office.

V. Account Operator Requirements

Only individuals formally authorized by their program and approved through the Social Media Account Request process may manage or post content on Karuk Tribe social media accounts. All authorized account operators are required to sign an acknowledgment affirming their understanding of and agreement to comply with this Social Media Management Policy, as well as all applicable promotional material, branding, and content guidelines.

Account operators are expected to maintain professionalism, accuracy, and appropriate tone in all posts and interactions. Failure to comply with this policy or related guidelines may result in the suspension or revocation of posting or account access privileges.

VI. Permitted Use of Social Media Accounts

Approved social media accounts may be used to promote events, services, accomplishments, and opportunities specific to the authorized program; to increase awareness and visibility of program activities; to engage with intended audiences in a genuine, respectful, and professional manner; and to support the Tribe's mission and public communications objectives.

All posts must include Karuk Tribe website information and must meet minimum quality standards for clarity, accuracy, and professionalism as determined by the Public Affairs Office.

VII. Prohibited Activities

Social media accounts governed by this policy may not be used to initiate political or social advocacy campaigns without explicit approval from the Tribal Council. Program accounts may not speak on behalf of the Tribal Council or the Karuk Tribe as a whole.

Account operators are prohibited from responding to comments expressing hate, harassment, or generalized frustration directed toward the Tribe or other programs. Additionally, accounts may not repost or share third-party content that conflicts with the Tribal mission or could reasonably be interpreted as expressing a political or social position not explicitly adopted by the Tribal Council.

Social media accounts may not be used for personal business promotion, unrelated advertising, or non-programmatic purposes.

VIII. Integrated Social Media Code of Conduct

(Applies to All Karuk Tribe Social Media Accounts)

All public engagement occurring on Karuk Tribe–managed social media platforms is governed by a single, integrated

Code of Conduct.

Users are expected to engage respectfully and constructively. Personal attacks, harassment, hate speech, or discriminatory language will not be tolerated. Constructive criticism is welcome when expressed respectfully and, in a manner, relevant to the content shared.

Comments and posts must remain related to the Tribe or program content being discussed. Off-topic discussions, unrelated debates, spam, or repetitive content may be removed.

Personal or private information may not be shared without consent. The privacy of Tribal members, employees, and confidential Tribal matters must be respected at all times. Content that misrepresents the Tribe or spreads misinformation may be addressed or removed.

IX. Moderation and Enforcement

The Karuk Tribe reserves the right to moderate all social media platforms under its control. This includes removing comments, posts, or users that violate this policy or the integrated Code of Conduct.

Moderators may intervene as necessary to ensure discussions remain respectful, accurate, and on topic. Repeated or serious violations may result in temporary suspension of posting privileges, permanent removal of account access, or revocation of a program's authorization to operate a social media account.

All enforcement decisions are made at the discretion of the Public Affairs Office.

X. Policy Updates

This Social Media Management Policy may be updated as social media platforms, legal requirements, or Tribal priorities evolve. Programs operating social media accounts may be required to re-acknowledge compliance following material updates to this policy.