



SOCIAL MEDIA GUIDELINES

AANR SOCIAL MEDIA SUB-COMMITTEE

AANR PUBLIC RELATIONS COMMITTEE

OBJECTIVE

This document outlines the suggestions, guidelines, and policies for the use of AANR social media accounts. It defines the platforms, messaging goals, content types, and expected usage of the accounts to help create a consistent, responsible, and beneficial public voice for AANR and for nude recreation in general.

This document is designed to form part of, and also be informed by, a more general communications strategy document for AANR as it becomes available, and is intended to apply specifically to official AANR and AANR regional accounts.

IMPORTANCE OF SOCIAL MEDIA OUTREACH

A positive, thoughtful, and cohesive social media presence is an important part of the AANR's Public Relations and Membership & Marketing efforts. Social media is integral in promoting [AANR's Mission](#) and educating our members and the public on our activity and about nude recreation and nudism in general.

RECOMMENDED PLATFORMS

Social media volunteers for AANR should be mindful that different social media platforms may be useful in communicating different messages to different audiences based on user demographics. While other social media platforms exist (Reddit, TikTok, Tumblr, etc.), below are the platforms currently recommended by AANR:



FACEBOOK: A social networking site with [nearly 3 billion monthly active users](#), Facebook is known to be the [most popular platform used by seniors](#) while its younger users are frequenting the site less and less. Facebook has heavy restrictions against nudity. This platform is best for reaching an older audience and sharing news articles and updates about the organization, but is not well suited for sharing photos.



INSTAGRAM: A photo sharing platform with [1.2 billion monthly active users](#), Instagram is most popular with younger users (18-34), so AANR should consider youth-oriented messaging and imagery. Instagram has heavy restrictions against nudity. This platform is best for reaching a younger, more diverse audience, and can be used for sharing photos very carefully, but is not well suited for sharing links.



TWITTER: A primarily text-based social networking site with [400+ million monthly active users](#). The platform has a smaller user base, but has been popular with nudists due to its more tolerant approach to nudity. This platform is best for sharing articles, links, and updates on the organization's activity, and is safe to share images containing nudity when prudent.

The AANR Social Media committee will continually monitor these statistics and platforms and will make adjustments to these recommendations as changes arise. It is also in the interest of the Social Media Sub-Committee to monitor nudism-related activity and feedback on a wide variety of additional social media platforms, even if AANR does not have an official presence there. Notable platforms to monitor are Naturist Hub, MeWe, Tumblr, TikTok, YouTube, Reddit, Mastodon, and Discord.

CONTENT & MESSAGING

AANR social media volunteers should strive to present AANR and the nudist community in a welcoming and thoughtful way by sharing messages, updates, and articles that are informative, timely, and inclusive. Consider the strategic messaging goals and corresponding content suggestions below as you develop content to share.

MESSAGING GOAL	PURPOSE	CONTENT SUGGESTIONS
Nudism is a fun, healthy, and beneficial practice that more people should try.	Improve public perception of nudism	Positive nudism messages Positive nudist news items Lighthearted content
AANR and the nudist community are diverse and welcoming to all.	Inspire young and diverse newcomers to try nudism and/or join AANR	Inclusive imagery, stories, and messages Acknowledgment of cultural moments
AANR helps its members to enjoy nudism more often, more happily.	Encourage people to consider/renew their AANR membership	Occasional posts about member benefits Updates about legal battles
AANR is the authoritative source for information and resources on nudism.	Encourage people to consider and/or renew their AANR membership Provide value to followers and members	Information about AANR's website AANR history AANR member benefits
AANR's affiliated clubs have been carefully vetted and deserve your attention.	Encourage clubs to consider and/or renew their AANR membership Provide value to clubs	Promotion of clubs and clubs events
AANR is an active, vital, and useful organization.	Build confidence and positive views of AANR as an organization	Positive messages about AANR
AANR is an advocate for nude rights and the nudist community	Educate the public and our members about the work that AANR does to protect nudists' interests and freedoms	Information about activism and accomplishments made by clubs and leaders

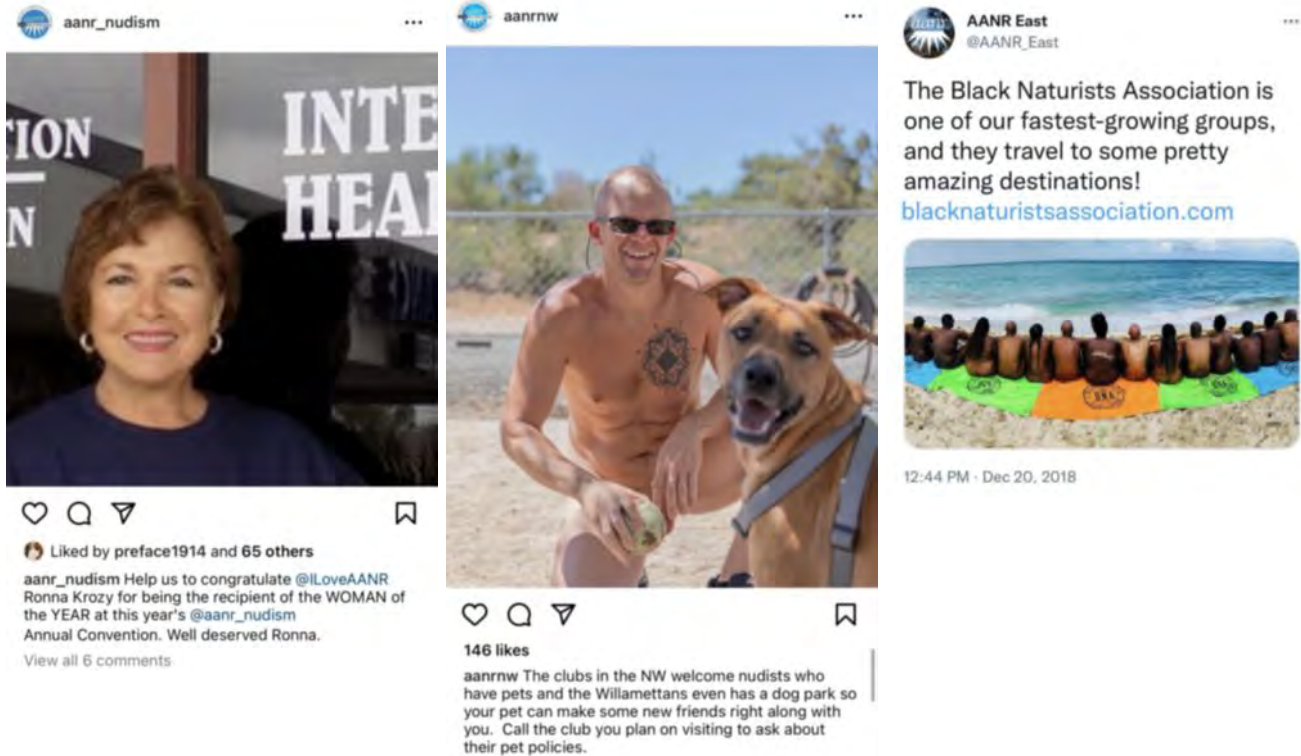
Every social media message that goes out—including shares and reposts—should align with one or more of these strategic messaging goals without exception. Below are some examples of engagement that are in line with the strategic messaging goals above, [AANR's Mission](#), and the interests of the PR Committee, and the Social Media Sub-Committee.

The image displays three Instagram posts from AANR regional accounts. The first post, from @aansouthwest, shows a group of people at a nude racing series. The second post, from @aanrnw, features a woman's testimonial about social nudism. The third post, from @AANR_East, is a text-based announcement about elections with a photo of a man holding a 'VOTE' ball.

The above examples taken from AANR regional Instagram accounts are varied in content type, but can be said to be informative about upcoming events, openly inclusive to all, and educational about who we are as an organization. Note that posts need not portray full or even any nudity in order to convey a positive message about AANR or nudism.

The list below contains additional tips and specific suggestions for types of content that can help us achieve the strategic messaging goals previously outlined.

- Seek out unique and underrepresented voices to amplify. For example, sharing the experiences of disabled persons, people of color, LGBTQ+ individuals, women, and young naturists, is a great way to make people from those groups feel welcome and to present AANR as an inclusive organization.
- Request quality photos from clubs in your region so that you can promote them and their events through social media. Photo contests can also be a great way to garner a selection of photos! Remember to ask for permission before sharing anyone else’s photography and to credit appropriately.
- Promote major AANR and club events that would be of interest to members and potential members, such as the various bare runs, cultural festivals, youth days, and sporting events hosted by clubs.
- Share updates from the organization, information about elections, and annual and seasonal meetings that may be open for members to join virtually or attend in person. Members want to know what we’re up to.
- Share links to articles from reputable news sources that reference nudism and nude rights, such as information about a new nude beach, laws or lobbying, or other press that pertains to the nudist community. Be sure to read articles before sharing to verify quality and provide an excerpt or brief description of the article when posting.
- Discover artists that explore nudity in their art and, when appropriate and not in violation of the platform’s terms of use, share links to their work and their account, crediting the artist appropriately.
- Share information about non-AANR events that might interest AANR members and the larger nudist and naturist community, such as regional World Naked Bike Ride events, the Zipolite Nudist Festival, etc.
- With permission and collaboration from participants, share brief profiles of AANR leaders and the work that they do. This could be something as simple as a photo and a quick blurb. This is also a great opportunity to shed light on how AANR leadership works and how others can get involved.
- Encourage followers and members to get involved in groups and clubs in their region, or to start their own.
- Make note of any special events or “holidays” that might be of interest to the nudist community, such as World Naked Gardening Day or other such “world” and “national” holidays. This is a fun opportunity to post light-hearted content. Reference the [Social Media Calendar](#) for ideas.



These are great examples of some of the suggestions in the list above, such as highlighting accomplishments of leaders within the organization, shining a spotlight on clubs and members, using high quality photography, and representing diversity within the organization.

ACCOUNT MAINTENANCE & EXPECTATIONS



PROFILE INFORMATION

All AANR accounts should include a profile description that clearly indicates the represented region, the organization's values, and a link to their website. This example (right) from AANR Southwest is an excellent format to follow.

ACCOUNT VERIFICATION

All official AANR accounts should apply for "verification" wherever it's an option. Becoming verified with a social media platform adds authenticity and authority to a social media account. Volunteers should be familiar with the terms and conditions of the social media networks and never post content or engage in behavior that compromises AANR's verified status or ability to apply for verification in the future.

IMAGE USAGE & VARIETY

Images posted to AANR accounts must adhere to the same standards as written posts, as outlined in this document. Written permission must be obtained for any images shared to official AANR social media accounts, and a credit should be included wherever applicable, unless the individual prefers to remain anonymous. Informal written approval (such as via direct message as outlined in the "Direct Messaging" section of this document) is acceptable where signed releases are not available. In the case of historic photos, or images where written permission is not attainable but where it is believed that sharing the image qualifies as "fair use," a source must be cited. Please also note that AANR and its regions may also have access to images submitted through official photo contests which may be freely used.

Images may contain nudity *only* if allowed by a social media platform's terms of use. (For example, frontal nudity is never permissible on Facebook or Instagram but is allowed on Twitter.) Images should never be sexually explicit or implicit, nor should they ever feature closeups of genitalia.

In the interest of representing a broad and diverse nudist community, shared images should strive to maintain a gender, race, weight, and age balance. Similarly, avoid posting multiple, repeated images of the same person or with the same "look."

SHARES, REPOSTS, AND COMMENTS

AANR should strive to limit reposts: The majority of the content shared by AANR accounts should be original. It will, however, be prudent to share or repost content on occasion, especially as a way to amplify the work of a broad array of community members and diverse voices. Similarly, we should not repeatedly share posts from the same accounts, as this can perpetuate the stereotype that the nudist community is small and homogenous rather than broad and diverse.

While AANR is not responsible for all content that appears on the personal account of those whose work may be reposted or shared, we should be very careful that we are not accidentally promoting problematic voices, such as from accounts that are known to peddle illicit, pornographic, discriminatory, or offensive material.

When sharing a news article or blog, volunteers should be sure to fully read the linked material to verify its quality and that it does not lead to a dubious source, an unsafe website, or to other questionable content.

As a rule, AANR accounts should not comment on other users' posts. Rare exceptions can be made specifically for addressing questions or criticism and exclusively to direct the original poster to the correct avenue for posing those questions (refer to sample responses in the "Expected Behavior" section of this document).

DIRECT MESSAGING

For the protection of AANR and our volunteers, we advise against direct messaging. There are, however, cases in which direct messaging will be useful: For example, if you receive a message via an AANR social media account requesting information about AANR, an affiliated club or event, or other AANR business, it is appropriate to politely direct them to an official resource such as the AANR website, try-nude@aanr.com, or, if known, the direct email address for the appropriate contact.

Direct messaging is also an appropriate means to communicate with other accounts whose posts or images you would like to request permission to share. For example, if you wish to share another user's photo on Instagram, it is appropriate to send a quick message to say, "Hello! We love this image! Do you mind if we share this and credit you?"

ACCESSIBILITY

Some members and followers may have physical or sensory disabilities that impact their ability to interact with social media. For the sake of inclusivity and accessibility, please consider the following:

- Be careful to avoid using special characters (small caps, italics, scroll text, etc.) in the body of posts and comments as it disrupts text-to-speech tools and may not be visible on some mobile devices. Emojis are acceptable, however.
- Include a text description with all image posts, even if repeating information shown in the image. This ensures that text-to-speech tools can read the text aloud and that the font size can be enlarged on screens.
- Avoid hard-to-read text formatting, such as right- or center-justified text, difficult color combinations, too-small font sizes, or font choices that may be difficult to read.
- Consider including text captions on videos so that hearing-impaired followers can engage with the content.

EXPECTED BEHAVIOR

All AANR Social Media Volunteers are required to have a thorough understanding of the policies of each social media platform they use. They are expected to abide by the platform's rules with respect to sharing nudity, collaborating with content creators, and common social etiquette. When in doubt, play it safe.

As a rule, personal opinions should not be expressed through an official AANR account. To the degree that it is possible, social media volunteers should also avoid including images or identifying information about themselves—this is both to protect the volunteer from harassment and to ensure that the volunteer's personal speech found on their own social media accounts is not mistaken as official AANR messaging.

All social media volunteers, when communicating through official AANR social media accounts, are expected to behave according to the legacy and objectives of AANR. For example:

- Provide accurate, helpful resources and direction when appropriate.
- Strive to create a welcoming atmosphere by avoiding divisive conversations about religion, race, politics, etc. Be mindful of the current social and political climate and try to avoid topics that may become politically charged.
- Use welcoming, kind, inclusive language and always avoid strong language. Be mindful, too, of language which may sound inclusive but could be offensive to the impacted group (i.e., "I don't see color," or "don't ask, don't tell").
- Always ignore arguments and antagonistic conversations rather than engaging or commenting on them.
- Aim to keep all content family friendly, and avoid all references to pornography or sexual content, illicit drugs, or other questionable content. This includes calling negative attention to accounts that share or discuss said content.
- Adopt a "live and let live" approach. Avoid moralizing or commenting on others' behavior, especially as it pertains to nudism (i.e., "true nudists would never..."), but also in general (i.e., "we block all accounts who do x, y, or z.>").
- Keep in mind that not all club activities or posts will be appropriate for official AANR accounts to share. For example, events such as "lingerie parties," "leather & lace parties," and "wet t-shirt contests" should not be shared by AANR accounts, nor should real estate listings at AANR clubs be promoted by AANR accounts.
- Be mindful not to call negative attention to accounts, clubs, regions, or businesses for any reason.
- Above all, remember that the messages you share and the accounts you interact with may be viewed as official AANR views and partners.

In the event that you receive feedback or criticism of AANR from a member of the community via one of our social media accounts, pass along that feedback to the Social Media Sub-Committee chairpersons so that we can escalate to the appropriate parties. You may assure them that their input has been received and will be considered. If the criticism continues, please refrain from engaging with the individual as it may lead to further frustration.

Here are some great sample responses to criticism:

"Thank you for sharing! We will make sure that your feedback reaches the right person! If you have any other ideas or input, please feel free to reach out to try-nude@aanr.com."

"We're very sorry you've experienced that. We will pass this information along to leadership. Could you provide us with your contact information in case they have any additional questions or would like to further discuss with you?"

FOLLOWING

An official AANR account should follow only other regional AANR accounts, AANR clubs, international counterparts, and important leaders within the nudist community. While AANR is not responsible for the opinions or content shared on any non-AANR account, AANR can be seen as endorsing any groups or individuals that we follow, so it is best to “follow” very conservatively.

Some examples of non-AANR accounts which are likely to be safe to follow are British Naturism, the Federation of Canadian Naturists, the French Federation of Naturism, the Naturist Society, the New Nudist Podcast, Naked Age Podcast, Naked Wanderings, BEACHES Foundation, Hector Martinez, Linda Weber, and Stéphane Deschênes, to name a few.

Additionally, we may occasionally want to reevaluate who we follow based on changes in the quality of content that those accounts share, and we may want to evaluate the accounts who follow *us*.

BLOCKING

AANR social media volunteers should avoid “blocking” accounts from being able to view or interact with AANR social media content. We strive to provide information about our organization and about nudism in general to a wide audience, many of whom may not always agree with our perspectives or our messages, or may not behave online the way we aspire to behave ourselves. There are some cases, however, when it may be necessary to “block” a user from viewing and engaging with our social media accounts:

- The person makes harassing or sexual comments in any AANR thread or post, especially when directed towards other members of the community.
- They spam AANR posts (whether replying with repeated, similar comments, or with actual spam, such as a link to an external, potentially unsafe website).
- They have a demonstrated history of stealing and reposting/repurposing images from AANR members or members of the nudist community without credit or permission.
- They use their personal social media account to share illegal, abusive, or harmful sexual content, especially if they pose a risk to the safety and privacy of AANR members and members of the nudist community.

While it may be tempting to block users for causing a general annoyance online, please be careful *not* to block users purely for these reasons:

- They offer direct or indirect criticism of AANR or the nudist community.
- They have opinions or beliefs that you disagree with, be they political, religious, or otherwise.
- They are open about their consumption of drugs, alcohol, pornography, etc.
- They use their personal social media accounts to share or find sexual content.
- They are a sex worker or adult film actor.

Blocking is primarily concerned with the account's *actions within the AANR context*, not about the account itself. Blocking too many accounts can cause harm to AANR's image, and may risk appearing exclusionary. Please note that individuals who have been blocked by AANR are likely to call attention to it publicly.

MONTHLY MESSAGING GOALS CHECKLIST

It may be useful to review the following checklist monthly to ensure that strategic messaging goals are being met.

As part of my work maintaining an AANR social media account this month, did I...

- ... present nudism as a fun, safe, healthy, and beneficial practice?
- ... represent the wide diversity of the nudist community (age, gender, race, etc.)?
- ... educate about nudism and help followers and members enjoy nudism more?
- ... provide helpful and authoritative information about AANR?
- ... promote AANR clubs, events, and activities?
- ... portray AANR as a lively, active, and valuable organization?
- ... educate about the advocacy work that AANR does for nude rights and the nudist community?