

**THE MACEDONIAN PATRIOTIC  
ORGANIZATION OF THE UNITED STATES  
AND CANADA**

**MPO MEDIA POLICY**

**INTRODUCTION**

This Media Policy sets out the rules applied by the Macedonian Patriotic Organization of the United States and Canada (“MPO”) with regard to the use of media outlets and social media platforms.

These rules apply to all MPO Chapters, members and officers who are active on media outlets. A media outlet shall be considered an entity that disseminates news and information to the public through various channels. It can be a publication, broadcast program, or digital platform that distributes content related to the MPO including but not limited to TV stations, newspapers, web portals, blog and other forms of disseminating information. Social media platforms shall be defined as websites and applications that enable users to create and share content or to participate in social networking.

**1.0 PURPOSE**

- 1.1 The purpose of the rules provided in the policy is twofold:
  - 1.1.1 Protecting the reputation and the good name of MPO
  - 1.1.2 Protecting individual MPO members and/or MPO as an organization from damages that may result through inappropriate disclosure of personal, confidential, or any other type of information that may be considered offensive and/or damaging. These damages may include the following:
    - 1.1.2.1 Defamation lawsuit
    - 1.1.2.2 Criminal charges with respect to obscene or hate materials
    - 1.1.2.3 Privacy or human rights complaint
    - 1.1.2.4 Copyright, patent, or trademark infringement claims
- 1.2 Media content made on behalf of MPO or related to MPO that will not be tolerated, and will be addressed by the Website and Media Committee with the support of the Central Committee of Trustees (“CCoT”), will include, but is not limited to:
  - 1.2.1 Defamatory words or personal attacks or insults
  - 1.2.2 Hateful, racist, violent, obscene, profane, posts, links or images
  - 1.2.3 Posts that include inflammatory words and/or expletives
  - 1.2.4 Comments that are deemed to be solicitations, advertisements, or endorsements

- 1.2.5 Comments that incite any form of harassment or illegal activity
- 1.2.6 Posts that pose a breach of privacy for others by including personal information

## 2.0 GENERAL GUIDELINES

- 2.1 While remaining respectful about the freedom expression, MPO members and officers should create content on media outlets with caution.
  - 2.1.1 They must not post anything which is indecent, offensive and/or which could be harmful to the reputation of MPO
  - 2.1.2 No member of MPO should post anything on behalf of MPO – other than sharing posts already published on MPO’s official social media platforms
- 2.2 MPO members should remember that any content created on media outlets remains on these outlets. Content (video, post, statements, etc.) that was created in the past can still be recovered at any point in the future, at which time it may be too late for it to be deleted.

## 3.0 GUIDELINES SPECIFIC TO MPO OFFICERS

- 3.1 MPO members in key roles (e.g., CCoT, Chapter officers, etc.) must take particular care when sharing information on various media outlets. Their personal opinion may be taken in error to represent the official views of MPO – and they must always bear this in mind when creating content on media outlets. When appropriate, they should provide a statement distinguishing their own views and opinions from those of the MPO.
- 3.2 When creating media content, MPO officers must act not only in accordance with the principles and objectives of MPO, as set out in the Bylaws but also in accordance with socially accepted values and standards.
  - 3.2.1 Among other things, this means not to convey messages and spread ideas:
    - 3.2.1.1 That are offensive to fellow Macedonians (regardless of ethnic and religious affiliation), and
    - 3.2.1.2 That may damage MPO’s reputation as an organization that represents all Macedonians.
- 3.3 MPO officers must not share information which is considered confidential. This includes items such as:
  - 3.3.1 Internal communication with CCoT
  - 3.3.2 CCoT meeting minutes
  - 3.3.3 Annual Convention Delegate Meeting minutes
  - 3.3.4 Financial reports

Note: Information that is considered confidential also includes personal data relating to MPO members.

#### 4.0 OFFICIAL MPO SPOKEPERSON(S)

- 4.1 The only official and legitimate vehicles representing MPO's mission are the following:
  - 4.1.1. MPO's website at [www.macedonian.org](http://www.macedonian.org)
  - 4.1.2. The "Macedonian Tribune" newspaper
  - 4.1.3. The "Nashata Duma" quarterly newsletter
  - 4.1.4. MPO social media profiles on Facebook, LinkedIn, and Instagram (see links in Annex A)
- 4.2. The official languages of the "Macedonia Tribune," the "Nashata Duma," the MPO's website and MPO social media accounts are modern standard American English and legacy standard Bulgarian language using the 1899 codification (also known as the "Ivanchoff orthography").
  - 4.2.1. The use of legacy Bulgarian language (1899 codification), which was the official language of the MPO for over five decades, is meant on rare occasions in efforts to preserve the MPO's rich heritage and pay tribute to the organization's founding fathers. In this case, the text needs to be translated into modern American English.
  - 4.2.2. The use of any other standardized languages is allowed only when a translation into modern American English is provided in the same publication.
  - 4.2.3. The use of unstandardized or uncodified languages or vernaculars is not allowed in any official and legitimate vehicles representing MPO's mission.

#### 5.0 SPECIFIC USE GUIDELINES

Per this policy, no individual MPO member, officer, or Chapter may use any MPO trademark (the name, [parts of] the logo and/or other visual elements thereof) or refer to his or her affiliation with MPO, in any manner that suggests or implies MPO support or endorsement of a point of view or personal or political opinion, business, activity, movement, or program that is not an official MPO position.

- 5.1 As such, use of MPO brand on social media is restricted solely to the official MPO media outlets and social media platforms (as outlined in Annex A).
  - 5.1.1 MPO members and/or officers must not use the MPO brand or any derivatives within a personal identity or username on social media.
  - 5.1.2 MPO members and/or officers must not use the MPO brand, MPO logo, or any other official marks or images thereof on their personal online sites as their avatar, profile pic, or in any manner that would connote that the account is an official MPO account.
  - 5.1.3 MPO members and/or officers must not use MPO's name to promote

or endorse any product, cause, or political movement or candidate.

- 5.1.4 MPO Chapters are not allowed to operate their own public-facing social media profiles. The only official and legitimate voice of MPO on social media is the official social media profile of MPO on Facebook, LinkedIn and Instagram (Annex A).

## 6.0 REPORTING INCIDENTS

- 6.1 Any case of MPO Chapters, members and/or officers violating the provisions of this Media Policy should be reported to the MPO Central Committee of Trustees (CCoT). The Central Committee will investigate each instance and, when necessary, initiate disciplinary action.
- 6.2. Upon receiving the notification, the Central Committee of Trustees (CCoT) shall inform the individual or MPO chapter that is the target of the complaint;
- 6.3. CCoT shall hear the response from the individual or chapter in question before taking any action related to this incident.
- 6.4. It is the responsibility of the CCoT to obtain full information about, including an accurate and complete translation into English for any incidents occurring in another language.

## 7.0 ACTION IN THE EVENT OF NON-COMPLIANCE

- 7.1 Per individual MPO members:
  - 7.1.1 If an MPO member and/or officer is found to violate the Media Policy, they may be issued a warning by the CCoT.
  - 7.1.2 If an MPO member and/or officer fails to comply with the initial warning, disciplinary action may be taken against them by the CCoT. The nature of this action will depend on the extent to which the rules have been violated. It may, for example, involve a reprimand or temporary suspension. In the most serious cases, the MPO member concerned may have their membership terminated.
  - 7.1.3 The CCoT shall meet with the MPO member and/or officer in question before taking any action that include a statement or a disciplinary action (e.g., reprimand, temporary suspension or membership termination).
- 7.2 Per MPO Chapters:
  - 7.2.1 If a MPO Chapter is found to maintain a public-facing social media profile
    - which is a violation of this Media Policy - they may be issued a warning by the CCoT. In this case, the CCoT shall schedule a hearing with representatives of the chapter before making any such decision.

7.2.2 If a MPO Chapter fails to comply with the initial warning, disciplinary action may be taken against the Chapter by the CCoT that may result in the suspension and/or termination of the Chapter. In the case of the latter, the individual Chapter members will remain Members-at-Large of MPO. The CCoT shall schedule a hearing with representatives of the chapter before making a decision to suspend or terminate the chapter in question.

7.3 Note: All of the above-mentioned disciplinary decisions are taken by CCoT with a two third vote.

This Social Media Policy was approved by MPO CCoT on 12/19/22 and obtained the consent of seven Trustees. The Code will enter into force 1/1/23. It was amended on 10/20/2025 by a meeting of the Central Committee of Trustees.

**ANNEX A**  
**(OFFICIAL MPO SOCIAL**  
**PLATFORMS)**

MPO Facebook Page:

<https://www.facebook.com/people/Macedonian-Patriotic-Organization/100064381674152/>

MPO Instagram Page:

[https://www.instagram.com/macedonian\\_patriotic\\_org](https://www.instagram.com/macedonian_patriotic_org)

MPO LinkedIn Page:

<https://www.linkedin.com/company/macedonian-patriotic-organization>