



SOCIAL MEDIA POLICY

This policy governs the publication of and commentary on social media by members of Assistance League of Metro Columbus. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, websites and social networking sites such as Facebook, LinkedIn, Twitter, Pinterest, Instagram and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email and the internet.

Metro Columbus members are free to publish or comment via social media in accordance with this policy. Chapter members are subject to this policy to the extent they identify themselves as an Assistance League member.

Conduct and Content

Publication and commentary on social media carries similar obligations to any other kind of traditional written or spoken publication or commentary. All uses of social media must follow the same code of ethics that Assistance League members and employees must otherwise follow.

1. All Metro Columbus social media profiles and postings shall portray the chapter and/or corporation in a professional manner.
2. All posts and comments shall be in compliance with the Assistance League code of ethics and all other established policies, including Guidelines for Written Materials.
3. All members must have the Consent Regarding Photographs form and a social media policy agreement signed annually.
4. Chapters shall have their own social media administrators. Two or three administrators per chapter are recommended.
5. Administrators shall have the responsibility to add or remove photos and content from internal or external sources on a regular basis. A successful page requires consistent monitoring and content generation.
6. Content recommendations:
 - a. Use disclaimers. When posting or commenting in a capacity unrelated to Assistance League of Metro Columbus, make clear that any statements made are solely his/her own and do not represent the opinions or viewpoints or official policies of the chapter.
 - b. Be transparent. When posting or commenting as a representative of Metro Columbus, disclose your name and the fact that you are a member of Assistance League of Metro Columbus.
 - c. Be accurate; correct any mistakes as soon as possible.

- d. Be considerate.
- e. Respect copyright laws. Respect copyright laws by ensuring all posts incorporating copyright material, properly cite source material. Provide links to original sources when possible.
- f. Always obtain permission from colleagues or community members before writing about them (consistent with our privacy policy).
- g. Follow the three keys to social media posting for nonprofits:
 - **Appreciation.** Show appreciation to your community partners. Be generous about the work of your community partners and link to their social media platforms where appropriate to increase visibility of Metro Columbus' social media presence in accordance with the policies for chapters regarding placement of chapter logos and links.
 - **Advocacy.** Be interesting, relevant and share Metro Columbus' hard work and commitment to the community. Uphold and promote the mission and vision statements of the chapter and adhere to all established policies.
 - **Appeals.** Social media platforms can be very helpful in making appeals for support of Metro Columbus. Only use when appropriate and only after establishing yourself in the social media realm.
- h. Responding to negative comments:
 - Designate someone to respond to negative comments on your social media sites.
 - Decide when to respond to a negative comment and when to ignore them. (Correcting misinformation vs. arguing with a negative poster)
 - Decide when to delete a negative comment or leave it posted.

Confidential and Privacy Information

Confidential information (unpublished details of current projects, members' personal information and items not yet approved by membership) will not be published. Confidential information about Metro Columbus and members shall be respected.

Profile information on social media platforms will be consistent with that on the Assistance League website. Only authorized personnel from the Metro Columbus chapter will post to any social media sites.

This policy was reviewed and re-approved Oct. 16, 2019.