

Sample: Social Media Policy: Personal Use Guidelines for All Staff and Board

Our nonprofit thinks it is great if our staff and board want to show online the same dedication and passion they bring to our organization's mission and programs every day.

[Insert statement about why YOUR organization feels it is important based on discussion and input from staff and board members.]

That's why we created these Social Media Guidelines. They apply to our staff and board's personal use of social media. It describes:

- Explain why and how staff and board's personal use of social media benefits our organization and fundraising
- Help and encourage by offering practical advice on how to interact online
- Create awareness among staff and board that their actions and behavior on social media channels may affect the reputation of our organization, even outside the workplace

Statement of Purpose and Encouragement

In this section, write a paragraph that summarizes specifically why your organization is encouraging staff and board's personal use of social media and how it benefits your fundraising campaign. You will want to include a brief description of the benefits and how you will measure success. Take the notes from the previous learning activity and write your draft.

DO's and DON'Ts for All Staff and Board on Social Media

DO's

- Know our organization's mission and values as well as goals and objectives for fundraising campaigns.
- Be yourself, say who you are and who you work or volunteer for, especially when promoting our organization.
- If you are using our organization logo, follow our brand guidelines.
- State clearly that the views/opinions are your own. Speak in the first person.
- Get your facts right, be truthful. Support your opinions with facts. Cite the sources of your content.
- Add value, think before posting.
- Use common sense and be polite. Admit mistakes, apologize if needed.
- Be respectful of other cultures, religions, values, etc.
- Respect copyright.
- Monitor the reactions to your posts and make sure they are true and respectful.

DON'Ts

- Don't post things you would be embarrassed to have your boss see.
- Don't spam people.
- Don't speak on behalf of our organization. (Use a disclaimer if you have your own blog or social media profile.)
- Don't lie.

- Don't associate our organization and its logo with any inappropriate content.
- Don't post vulgar, defamatory, obscene, or threatening material. It reflects poorly on you as well as our organization.
- Don't share private and confidential internal information. Don't comment on our organization's financial performance.
- Don't cite colleagues or external stakeholders or post their materials without their permission.
- Don't censor other's opinions.

Sharing Our Nonprofit's Content on Social Media Channels

Overview

You, our staff and board members, are our nonprofit's ambassadors on social media. Please feel free to follow, like, or connect with our official brand presences on social media and share any or all content on your personal social media profiles and networks.

However, consider sharing carefully and strategically. Remember that any post or share is likely to trigger reactions that will comment on our organization's programs and official presence. Think carefully, especially if (insert guidelines about any controversial work and how to respond).

Most of our nonprofit's general content, when shared on social media, will automatically incorporate the title of the content. If you are unsure about what to say, you can simply share without commenting. For specific fundraising campaigns, we will provide you with sample status updates for Facebook, or sample tweets on Twitter, and other social media channels our organization uses.

If your friends and network write their personal reaction to our organization's content that you have shared, simply follow the dos and don'ts that have been previously stated in this document. If you have questions about their response (whether it is negative or you don't know the answer), please check with (insert name of staff person responsible for social media and their email and phone number).

How To Follow Our Organization's Content

The following are some basic ways that you can support and share our organization's content on social channels. As we adopt new techniques, channels, or create special content, we will add to this list.

Facebook: Insert URL for Org Brand Page

- If you're not already a friend on our organization page yet, please like us.
- Use the "share with friends" to invite people in your network to like our page.
- On your Facebook personal profile, make sure "[see first](#)" is checked for our organization's brand page.
- Use the "share" button to share content from our organization's brand page on your personal profile at least once a week. You can write something on the status or simply share as is. We will also provide specific status updates you can use for campaigns.

Twitter: Insert URL for Org Brand Presence

- If you are not already following us on Twitter, please do.
- Please retweet content on our Twitter feed at least once a week.

- Regularly ask your followers to follow our organizational Twitter account for information or content about (insert).

LinkedIn: Insert URL for Org Brand Presence

- Like our LinkedIn Brand Page and join our LinkedIn Group.
- Invite people you are connected with on LinkedIn that are interested in our organization to like or join our LinkedIn page or group.
- If you are a staff person, add us in your employment information section.
- If you are a board member, add us in your volunteer activities section.
- Make connections with staff and board members on LinkedIn – (insert list of staff and board LinkedIn public profiles URL below).
- Be willing to make introductions to people in your professional network on behalf of the fundraising and marketing staff when asked.

Additional Resources

TNT Employee Social Media Guidelines

http://www.tnt.com/content/dam/corporate/pdfs/Archive/Presentations/2014/tnt_social_media_employee-guidelines_2014en.pdf

Beth Kanter's Curated Collection of Nonprofit, Government, and Corporate Social Media Policies

<http://bethkanter2.wikispaces.com/curated+collection+of+social+media+policies>

Idealware: The Nonprofit Social Media Policy Workbook

<http://www.idealware.org/reports/nonprofit-social-media-policy-workbook>

(Use this if you want to also create a comprehensive organizational policy.)