

SOCIAL MEDIA POLICY

Purpose

This policy and guidelines govern the publication of and commentary on social media by members of Assistance League of Sacramento.

Definitions

For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation, blogs, and social networking sites such as Facebook, Instagram, Snapchat, LinkedIn, Twitter, Flickr, and YouTube.

Policy

This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email, and the Internet.

1. All Assistance League of Sacramento Facebook pages shall portray the corporation in a professional manner.
2. All posts and comments shall be in compliance with the Assistance League of Sacramento Code of Ethics and all other established policies.
3. The chapter shall have its own Administrators/Editors appointed by the Vice President Communications. Two or three Administrators/Editors for the chapter are recommended. The Vice President Communications shall keep a current list of all Administrators/Editors.
4. Administrators/Editors 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 of external sources on a regular basis. The Vice President Communications has the responsibility for overall monitoring of the Facebook page(s). No photos will be “tagged” with people’s names.
5. There are many other Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to Really Simple Syndication (RSS) feeds. While some may be useful to the page’s mission, they can cause clutter and security risks. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source, and is approved by the Vice President Communications. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses or poses another problem.
6. The Vice President Communications is responsible for keeping the content current.
7. When using any social media, please remember to:
 - (a) Use disclaimers.
 - (b) Be transparent.
 - (c) Be accurate; correct any mistakes as soon as possible.

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- (d) Be considerate.
 - (e) Respect copyright laws.
 - (f) Be generous about the work of other groups; link where appropriate to increase visibility of Assistance League of Sacramento's social media presence.
 - (g) Be a good blogger; be interesting and share Assistance League of Sacramento's hard work and commitment to the community.
 - (h) Uphold the Mission and Vision of Assistance League of Sacramento and adhere to all established policies.
 - (i) Obtain permission from colleagues or community members before writing about them. (Consistent with our Privacy Policy).
8. No explicit or implied endorsements of any kind shall be allowed.
 9. Confidential information about the corporation or its members shall not be posted or shared.