

Creating a Social Media Policy

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Introductions

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A NONPROFIT TOOLKIT

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What is Social Media?

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It's Online Media...



Words



Images



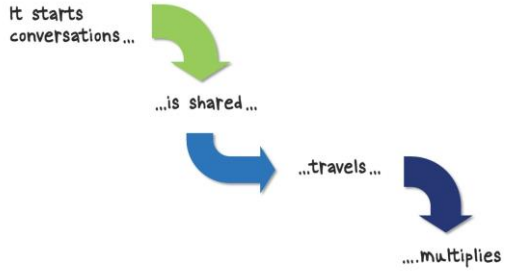
Messages



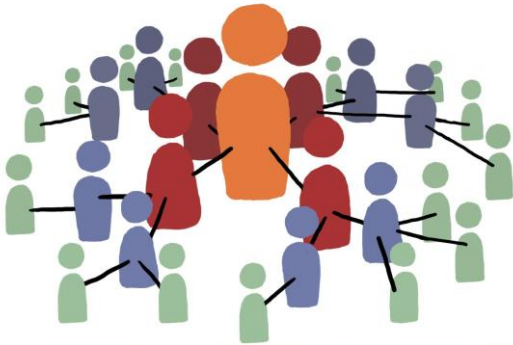
Video



That Socializes



It's All About the "Network Effect"



Setting Actionable Goals



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Define Your Goals



Goals should be S.M.A.R.T.

- S** : Specific
- M** : Measurable
- A** : Attainable
- R** : Realistic
- T** : Timely



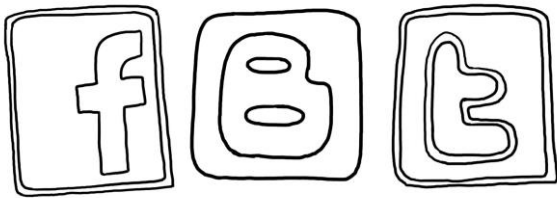
Questions?



Deciding Which Tools To Use

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Evaluating Your Options: The Tools



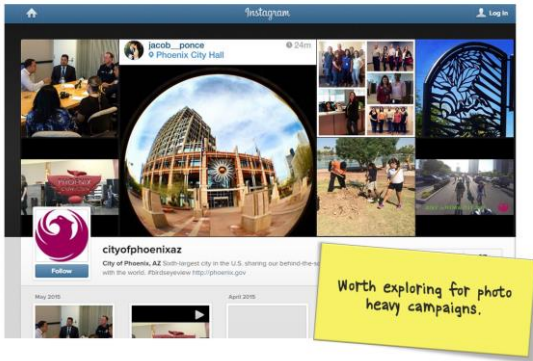
Facebook



Google+ and Tumblr



Instagram



Questions?



The Value of a Policy

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Why Create a Social Media Policy?

- Creates comfort level and clear guidelines.
- Empowers staff to act.
- Establishes an emergency plan.
- Gets everyone on the same page.
- Helps you think through the issues.
- Gets a conversation started about using social media effectively.



Obstacles to Social Media Maturity

- Fear
- Allocation of Resources
- Values
- Getting Everyone on the Same Page



What Are Your Goals?



What does this policy mean for your organization?



Where Do You Fall On The Spectrum?

Tactical: Spell everything out!

Vision: Strategy doc to help others make decisions!



Legal: lawyers lead the charge.

Informal: informal guidelines for staff.



For key personnel only.

Everyone will read and understand.



Building Your Policy Step By Step



Planning



Social Media Roles



Who will do what in the social media process?

- Main Coordinator
- Primary Listener/Moderator
- Expected to Post
- Allowed to Post
- Content Contributor

These jobs may differ between channels



What Should You Say?

Make your posts related to your values:

- What is totally within bounds?
- When is it okay to post outside of your guidelines?




What Should You NOT Say?

- What requires approval to post?
- What is taboo?



Responding to Positive (and Neutral) Things

- When do you respond?
- Who should respond?
- What do you say?
- What are the implications?



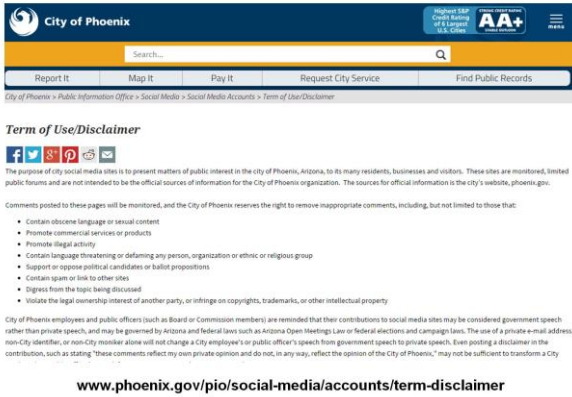
Responding To Negative Things

Should you limit or moderate discussion within your community?



- Will hurtful comments damage your community?
- Where might people say these things instead?
- Will it let you show how responsive you are?

Consider the actual damage that will be done.




The screenshot shows the City of Phoenix website navigation bar with a search field and links for 'Report It', 'Map It', 'Pay It', 'Request City Service', and 'Find Public Records'. Below the navigation is the breadcrumb trail: 'City of Phoenix > Public Information Office > Social Media Accounts > Term of Use/Disclaimer'. The main heading is 'Term of Use/Disclaimer' with social media icons for Facebook, Twitter, YouTube, and LinkedIn. The text states: 'The purpose of city social media sites is to present matters of public interest in the city of Phoenix, Arizona, to its many residents, businesses and visitors. These sites are monitored, limited public forums and are not intended to be the official sources of information for the City of Phoenix organization. The source for official information is the city's website, phoenix.gov.' It then lists prohibited comment categories: obscene language, commercial promotion, illegal activity, defamatory language, political support/opposition, spamming, off-topic posts, and copyright/trademark infringement. A disclaimer notes that City employees' social media posts are private speech. The URL 'www.phoenix.gov/pio/social-media/accounts/term-disclaimer' is provided at the bottom.

Strategy



Privacy Issues



What are your potential privacy issues?

- HIPAA?
- Safety or Protection?
- Sensitive Services?

How Will You Deal With Permission?

Permission Issues:
•Using Names
•Tagging Constituents
•People in Photos or Videos

How do we deal with kid images?
When is permission not enough?



Personal vs. Professional: Posting

What is NOT okay to post in each circumstance?

- Posting as the organization on organizational account
- Posting as individual on organizational account
- Posting as an individual on individual account



Policy Adoption



Policy Introduction



Don't forget to tell people about your policy.

Inviting exploration and discussion of the policy will encourage adoption.



Policy Adoption... Give Staff Ownership



People will follow the policy if:

- You explain how to follow it
- It makes sense to them
- They feel ownership over it



Train Users



Training is a critical step. It doesn't matter how much of a step forward your policy is for the organization if no one knows how to use it.



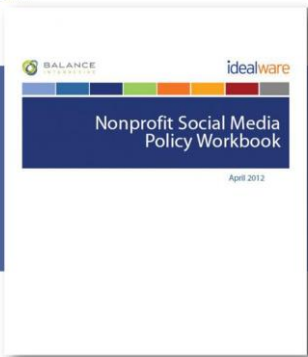
Let People Know How To Use Your Policy



Additional Resource...

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

Taking it further... Assemble your policy team and start the conversation.



Questions?