

Creating a Social Media Policy

May 2015



Introductions

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HOW TO USE DATA TO TRANSFORM YOUR ORGANIZATION

A NONPROFIT TOOLKIT



TUESDAYS, MAY 12 - JUNE 9 | 1 - 2:30 PM EST

[CLICK HERE TO REGISTER >](#)

- ### Topics
- Websites
 - Collaboration
 - Fundraising
 - Advocacy
 - Back Office & Operations
 - How to Choose Software
 - Events & Meetings
 - Managing Constituents
 - Email
 - Social Media
 - Graphics & Multimedia

Featured Training

May 12, 2015 - 1:00pm - June 9, 2015 - 2:30pm
How to Use Data to Transform Your Organization: A Nonprofit Toolkit
In our increasingly data-driven world,

Latest Articles & Reports

A Consumers Guide to Case Management Systems
April 2015

A Few Good Tools: Board Portals and Other Ways to Collaborate

From the Blog

Break Down the Silos—For Real This Time
By Dan Rivas

Buddha's Advice On Program Measurement

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What We'll Cover Today

- What is Social Media
- Setting Actionable Goals
- Deciding Which Tools to Use
- Building Your Policy
 - Planning
 - Policy
- Getting People on Board

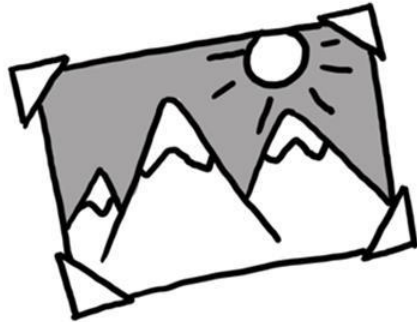


What is Social Media?

It's Online Media...



Words



Images



Messages



Video

That Socializes

It starts
conversations...



...is shared...



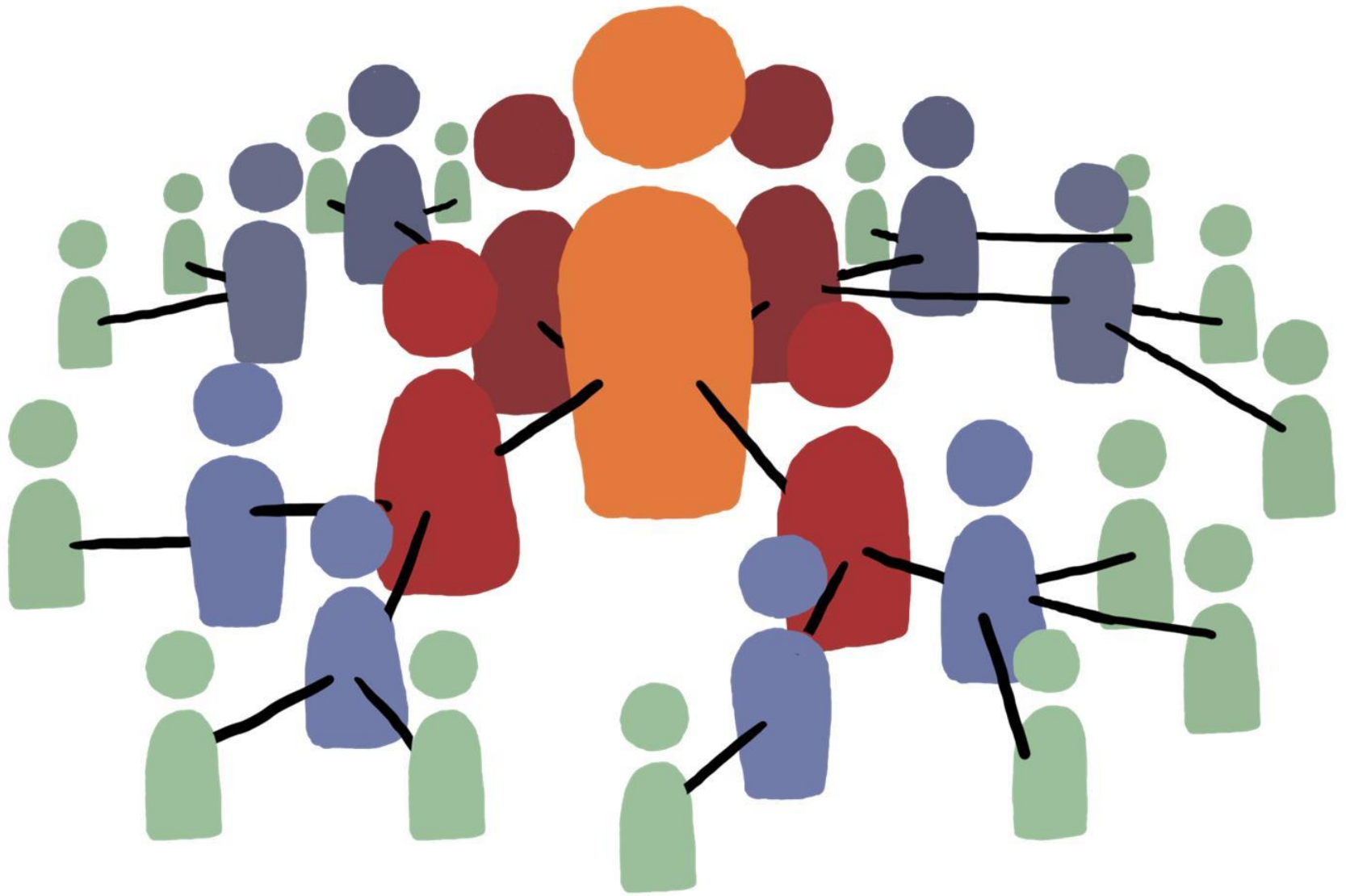
...travels...



...multiplies



It's All About the "Network Effect"



Setting Actionable Goals

Define Your Goals



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

S : **Specific**

M : **Measurable**

A : **Attainable**

R : **Realistic**

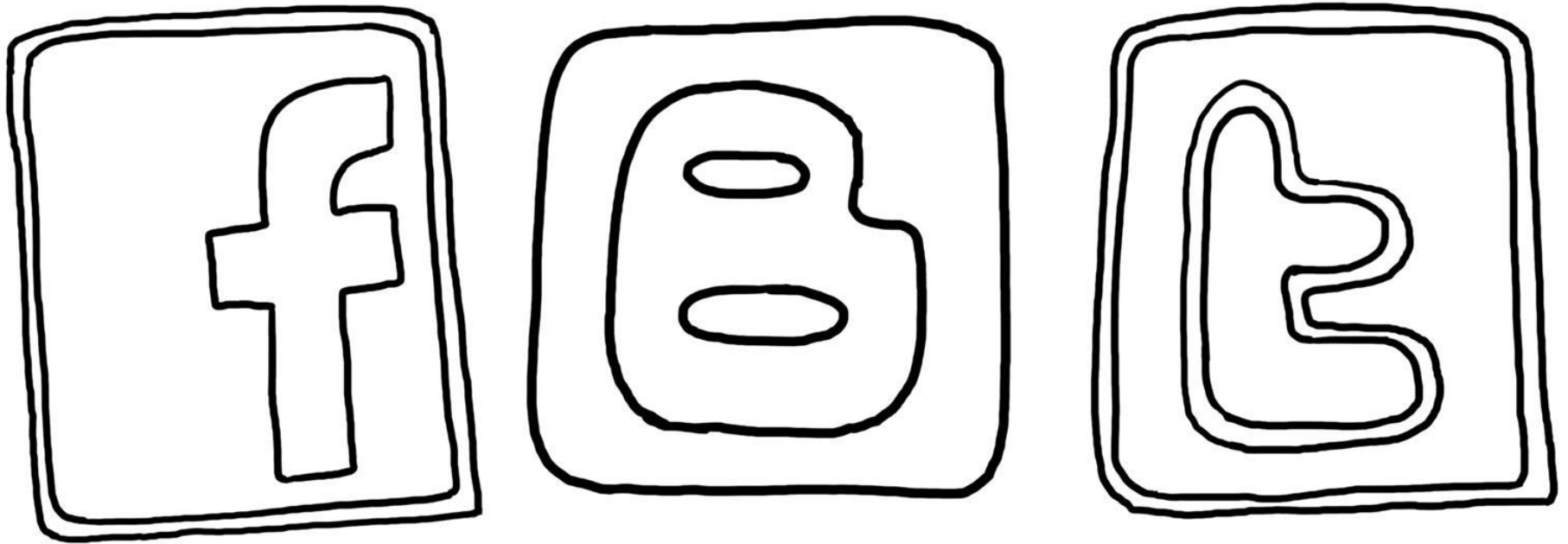
T : **Timely**

Questions?



Deciding Which Tools To Use

Evaluating Your Options: The Tools



Facebook

Powerful networking tool to grow community interaction, drive website.

Cherokee County, Georgia

Cherokee County, Georgia
Government Organization

Timeline About Reviews Likes More

6,439 people like this

410 people have been here

Open · 8:00AM - 5:00PM
Get additional info

Invite friends to like this Page

4.3 of 5 stars · 48 reviews
View Reviews

Post Photo / Video

Write something...

Post

Cherokee County, Georgia
3 hrs · *

Paint, Electronics Recycling Day is tomorrow at City Hall in Canton, GA.
#CherokeeCty

with your community focus on:

- Increasing feedback discussion

website - and thus

- Building your email list



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TWEETS 6,166 FOLLOWING 2,251 FOLLOWERS 5,318

Trends · Change

#GE2015

Elections Are a Costly Affair for Some Parties

1.21M Tweets about this trend

#VEDay70

WWII vets gather for rare flyover of vintage planes celebrating VE day

47.1K Tweets about this trend

#thebraveones

Just started trending

#MothersDay

Tornado Outbreak Possible Friday into Mother's Day Weekend (FORECAST)

63.2K Tweets about this trend

#DisneySMMC

Just started trending

Britain

David Cameron pledges: We'll make Great Britain greater - BBC News

157K Tweets about this trend

Bill Simmons

Bill Simmons is leaving ESPN

Just started trending

What's happening?



View 689 new Tweets



Black Panther retweeted

Khan @MyPornKhan · May 4

I had a really great idea yesterday. Don't remember what it was but remember it was really great.

Retweets: 50 Likes: 60



GemStar @gemstars · 2h

Weird things seen in Malls! dld.bz/dyXwK

Retweets: 0 Likes: 0

View summary



GemStar @gemstars · 2h

Places On Earth that could have been made by extraterrestrials. dld.bz/d72xK

Retweets: 0 Likes: 0

View summary



Brian Honigman retweeted

Dorie Clark @dorieclark · May 4

Building a Reputation in Your Industry Beyond the bit.ly/1IUoqdf Many thanks to @BrianHonigman!

Retweets: 2 Likes: 3



New Relic @newrelic · May 1

New Relic Browser is the Fifth Most Popular S AWESOME.



Broadcast your thoughts widely and frequently, to connect with supporters, organizations and the media.

Sign up now

Who to follow · Refresh · View all



Think with Google @Thi...

Followed by Tech Impact and...

Follow

Promoted



The Next Web @TheNex...

Follow



VentureBeat @VentureB...

Follow

Find friends

© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers Cricket

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[An Evening with Catering by Design](#)

On Thursday, February 24, members of our Producers' Circle and other Young Playwrights supporters gathered in Mount Airy with Catering By Design founder Peter Loevy for an evening of hands-on fun in the kitchen, delicious cuisine and...

[More](#)

Posted by: jody on 02/28/2011 - 5:01pm

Tags:

Online home for prose, images and videos. Great to publicize your expertise, tell day-to-day stories or promote online information.



[Behind-the-Scenes at the 2011 Young Voices Monologue Festival](#)

Check out these three videos and this gallery of photos from the Young Voices Monologue Festival! [More](#)

Posted by: jody on 02/28/2011 - 1:21pm

Tags:



Blog

February 2011

[An Evening with Catering by Design](#)

[Behind-the-Scenes at the 2011 Young Voices Monologue Festival](#)

[A Visit to Grover Washington Middle School with Teaching Artist](#)

[Mindy Early!](#)

January 2011

[Young Voices Monologue Festival Student Blog](#)

[Get to know Quiara Alegría Hudes and "In the Heights"](#)

[Reactions from the Paula Voegel Playwriting Bootcamp](#)

[Paula Voegel Playwriting Bootcamp](#)

[Special Dinner with Paula Voegel and Quiara Alegría Hudes](#)

[2011 Young Voices Monologue Festival Workshop](#)

[An interview with alumna Dashiya Wallace](#)

February 2011

Content Sharing Sites: Photos and Videos

YouTube

This account is managed by idealware.org [Learn more](#)

Brooklyn Museum
by BrooklynMuseum 2,306 subscribers

Subscribe

Featured Feed Videos

Search Channel

About Brooklyn Museum
The mission of the Brooklyn Museum is to be a bridge between the rich art world cultures, as embodied in the unique experience of each. Dedicated to the primacy of the experience, committed...

brooklynmuseum.org

by BrooklynMuseum

Latest Activity
Date Joined

Location Brooklyn
Country United States

Featured Playlists

Raw/Cooked: Heather Hart
by BrooklynMuseum 1 month ago 2,304 views

Share your story with video. Use a channel to encourage conversation, spread the word, and collect supporter video.

Share your story with photos. Use a sharing group to archive photos, collect supporter images and find people posting about you.

From Johan...

From Wolfgang...

From Nicholas_T

From Wolfgang...

From Senol Demir

From SarahMcD

From Tony the...

From © Salim...

From FreeWine

From digicla

From RonAlmog

From kla4067

From finchlake200...

Google+ and Tumblr

The screenshot shows the Google+ profile for Habitat for Humanity. At the top, there is a search bar with the text "Search Google+" and a blue search button. To the right of the search bar, the name "Andrea Berry" is displayed next to a red notification badge with the number "1". Below the search bar is the profile header for "Habitat for Humanity", which includes a verified checkmark, a grid icon, and a red "Follow" button. The profile bio reads: "Habitat's vision: a world where everyone has a decent place to live". Below the bio are five small square images showing various scenes of Habitat for Humanity work, including people building houses and interacting with children. At the bottom of the profile, there are tabs for "Posts", "About", "Photos", and "Videos".

Newer social networking site with some unique features. Most popular with tech savvy men.

The screenshot shows a Tumblr post from the organization Robin Hood. The post title is "Service Program Will Recruit New Lawyers to Help Immigrants" with a green arrow icon. The text of the post reads: "Following the model of programs like AmeriCorps, the Immigrant Justice Corps will train 25 lawyers a year to address immigration issues." Below the text, there is a paragraph: "We're proud to announce that our board approved a grant yesterday to fund the Immigrant Justice Corps, an innovative pilot program improving the quality of legal representation for immigrants. Legal services to be the most direct intervention to improving the economic, health and educational prospects of immigrants and their families." The post is dated "Jan 29, 2014 12:01 pm" and has "7 Notes". Below the text are tags: "IMMIGRANTS", "RHFUNDED", "JUSTICECORP", "LAWYERS", "CORPS", "JUSTICE", and a "Tweet" button. To the right of the post is a sidebar with navigation links: "HOME", "DONATE", and "LEARN MORE". Below the navigation links is the Robin Hood logo and a description: "Robin Hood is the largest private poverty-fighting organization in New York City." with the website "robinhood.org". At the bottom of the sidebar are social media icons for Facebook, Google+, Instagram, LinkedIn, Pinterest, YouTube, and a globe icon. Below the icons is a "SEARCH POSTS" input field. At the bottom of the post, there is a photo of three people in winter gear standing in front of a building at night.

Simple blogging platform with some customization options.

Instagram

Instagram

↑

Log in

jacob__ponce 24m
Phoenix City Hall

cityofphoenixaz
City of Phoenix, AZ Sixth-largest city in the U.S. sharing our behind-the-scenes with the world. #birdseyeview <http://phoenix.gov>

Follow

May 2015 April 2015

BIKE to WORK DAY 2015

Worth exploring for photo heavy campaigns.

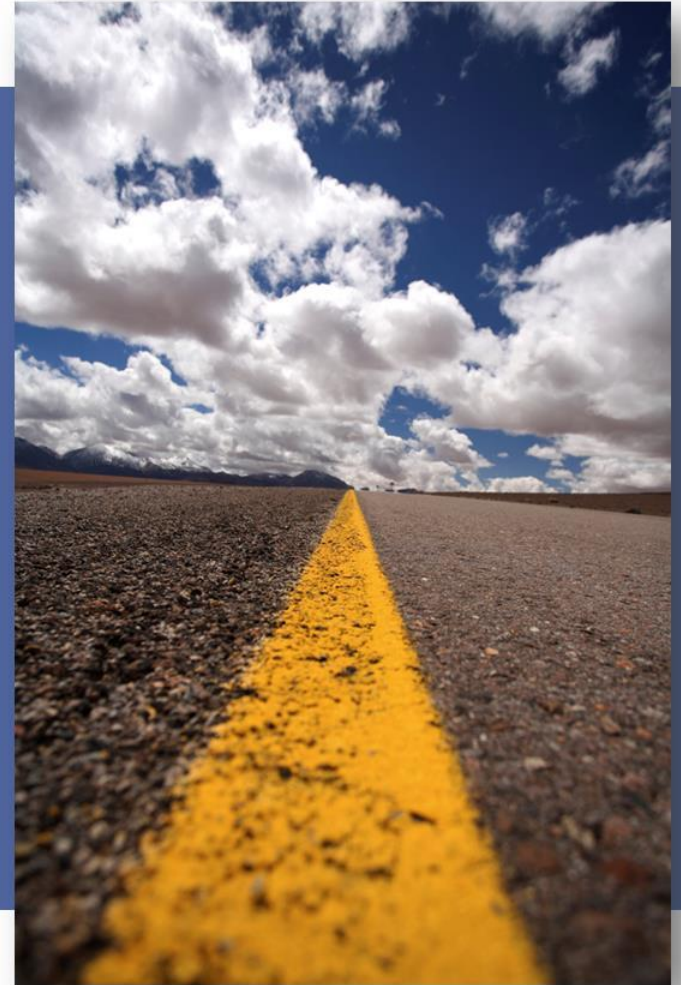
Questions?



The Value of a Policy

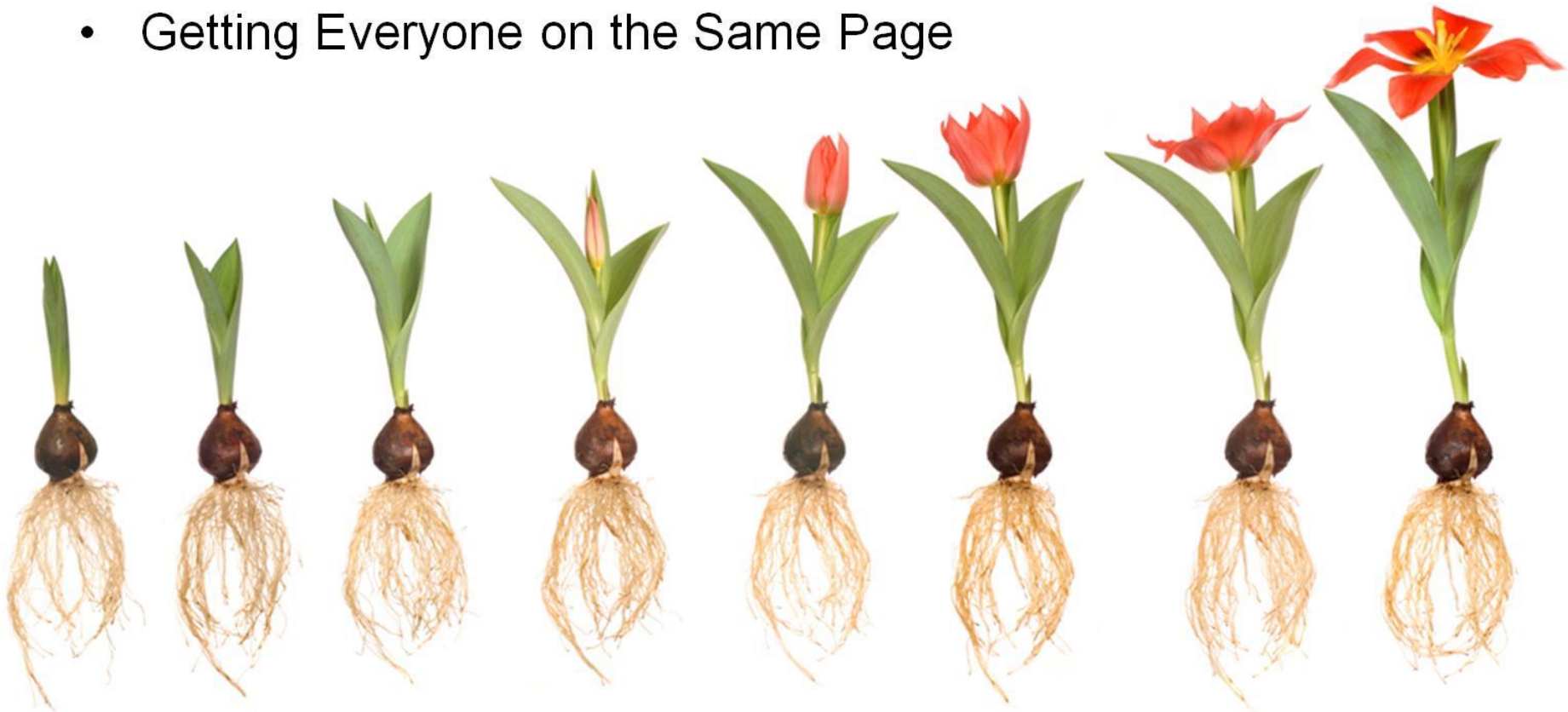
Why Create a Social Media Policy?

- 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

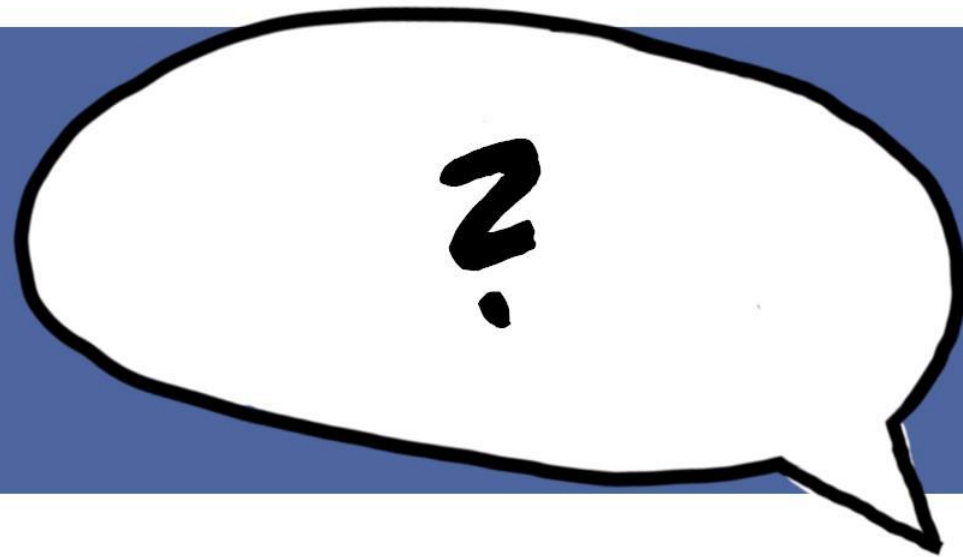
Content Contributor

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.

Search...



Report It

Map It

Pay It

Request City Service

Find Public Records

City of Phoenix > Public Information Office > Social Media > Social Media Accounts > Term of Use/Disclaimer

Term of Use/Disclaimer



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 sources for official information is the city's website, phoenix.gov.

Comments posted to these pages will be monitored, and the City of Phoenix reserves the right to remove inappropriate comments, including, but not limited to those that:

- Contain obscene language or sexual content
- Promote commercial services or products
- Promote illegal activity
- Contain language threatening or defaming any person, organization or ethnic or religious group
- Support or oppose political candidates or ballot propositions
- Contain spam or link to other sites
- Digress from the topic being discussed
- Violate the legal ownership interest of another party, or infringe on copyrights, trademarks, or other intellectual property

City of Phoenix employees and public officers (such as Board or Commission members) are reminded that their contributions to social media sites may be considered government speech rather than private speech, and may be governed by Arizona and federal laws such as Arizona Open Meetings Law or federal elections and campaign laws. The use of a private e-mail address, non-City identifier, or non-City moniker alone will not change a City employee's or public officer's speech from government speech to private speech. Even posting a disclaimer in the contribution, such as stating "these comments reflect my own private opinion and do not, in any way, reflect the opinion of the City of Phoenix," may not be sufficient to transform a City

www.phoenix.gov/pio/social-media/accounts/term-disclaimer

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

Social Media Policy

VictoriaGovDOJTV 27 videos ▾

Topic: Social media 85,226 videos ▾



There is a **Social Media Policy** to protect you and the department.

Social Media Policy

Non-compliance with this policy may constitute a breach of the department's policies, procedures, or other applicable laws, regulations, or standards. Any breach of this policy may have disciplinary action and, in some cases, may result in termination of employment.

Professional Use of Social Media

Accounting authorized to comment

When logging in social media as a representative of the department, you must use your official email address and a professional name. You must not use your personal email address or a name that is not your official name. You must not use social media to post or share information that is confidential, proprietary, or otherwise restricted. You must not use social media to post or share information that is defamatory, libelous, obscene, or otherwise inappropriate. You must not use social media to post or share information that is false or misleading. You must not use social media to post or share information that is harassing, threatening, or otherwise abusive. You must not use social media to post or share information that is discriminatory or otherwise unlawful. You must not use social media to post or share information that is in violation of any applicable laws, regulations, or standards. You must not use social media to post or share information that is in violation of any applicable policies, procedures, or other applicable laws, regulations, or standards. You must not use social media to post or share information that is in violation of any applicable policies, procedures, or other applicable laws, regulations, or standards.

1:19 / 4:20

CC

Like Add to ▾ Share

54,117

Uploaded by VictoriaGovDOJTV on Mar 16, 2011

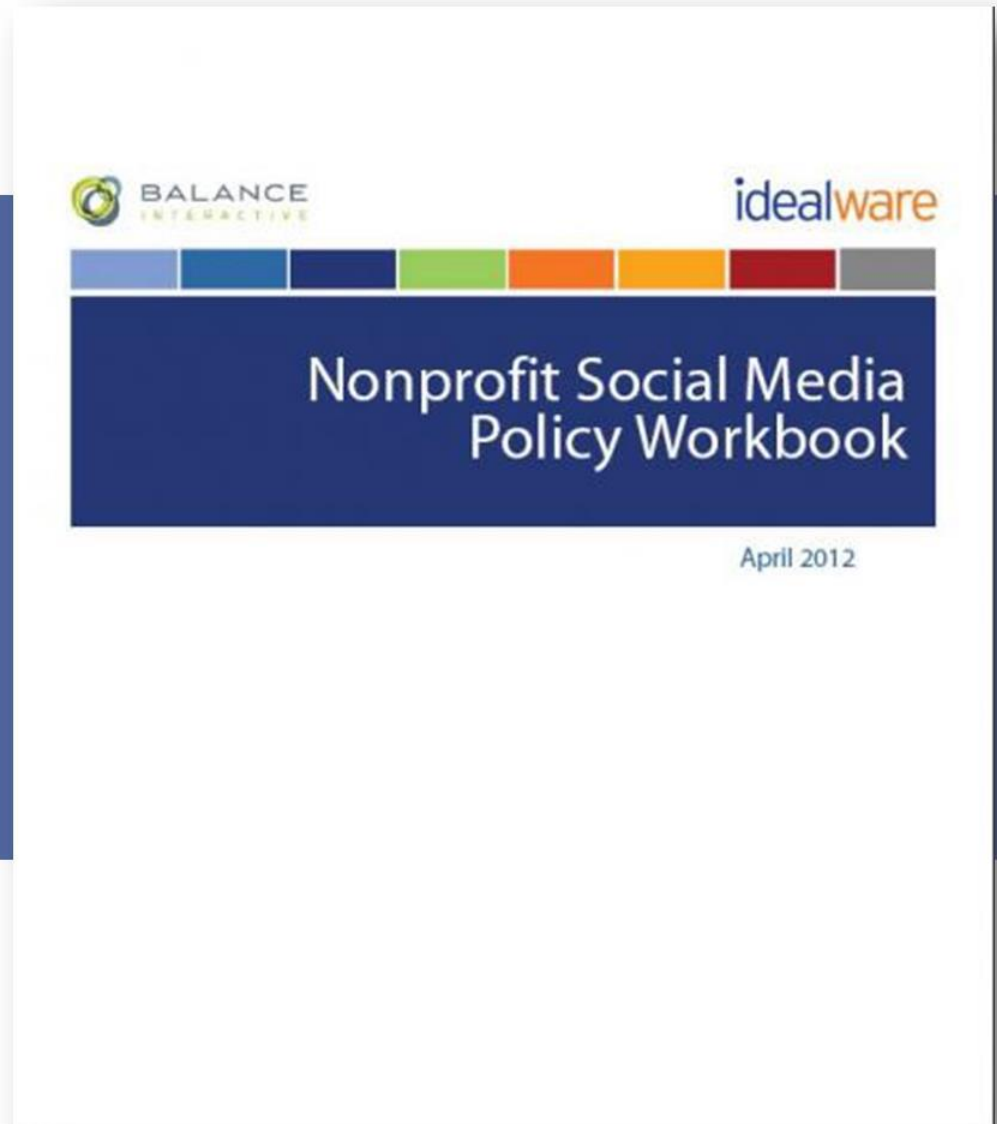
A short video for staff of the Department of Justice (Victoria, Australia) explaining the key elements of their social media policy. Visual licenced

325 likes, 4 dislikes

Additional Resource...

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

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



Questions?

