

# High Impact eAdvocacy

## Creating a Social Media Policy

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# Learning Goals

- ▶ Understand why to create a social media policy
- ▶ Learn the process to start an organizational social media policy
- ▶ View samples of real world policies

# Social Media Policy

- ▶ Used to define the role of social media at your organization and how your staff/users can participate appropriately
  - Defines how staff behaves
  - Defines how users can interact
- ▶ Each policy is going to be different per organization
  - *It's all about your organizational culture*

# Things to Remember

- ▶ It is a living, breathing document
- ▶ Don't focus on just what you CANNOT do
- ▶ Distinguish between internal staff guidelines versus public-facing policy
- ▶ Keep it practical and reader-friendly to make it work

# Building Trust

## ► SMP is Critical for Effective Communications

| Who benefits?      | How?  | Outcome?  |
|--------------------|---|---|
| Organization       | Establishes an internal process               | Develops org standard for what's okay and not okay                        |
| Staff              | Gives guidelines in order to carry out work   | Allows space for effective social media practices without “fear” thinking |
| User/ Audience     | Defines appropriate behavior on your channels | Gives you the upper hand in monitoring and regulating                     |
| Peer Organizations | Learn by your example                         | Develop thought leadership in emerging field                              |

# Social Media Handbook for Local Red Cross Units

[Introduction](#) | Complete Handbook PDF [\[link to attached document titled 2009.7.16SocialMediaHandbook.doc\]](#) | Handbook Powerpoint [\[embed attached ppt titled Social Media Handbook\]](#) | [FAQ](#) | [Contact](#)

## Mission-Driven Approach

### Social Media Handbook

[Listen](#) | [Learn](#) | [Participate](#) | [Create](#) | [Implement](#)

### Social Media Tools

[Blogging](#) | [Facebook Page](#) | [Facebook Cause](#) | [Flickr](#) | [YouTube](#) | [Twitter](#)

## Introduction

This handbook is meant for all Red Crossers interested in how social media can help us deliver our mission critical services.

This information will **familiarize you** with our national social media philosophy, **invite you** to find, join, and participate in our national social media presence, and **guide you** in creating your own local social media presence.

You'll find steps to adopting a social media strategy, best practices from your fellow Red Cross units as well as from outside experts, and an explanation of various social media tools.

## Learn the Culture of Social Media

We recommend following these steps in sequential order when you're first creating a strategy. After that, use this handbook and these steps as a reference when you adapt, expand, and sharpen your strategy.

- **Getting Familiar with Social Media**
  - Get Social Media Savvy
- **Initiate personal social media use:**
  - Explore the tools you'd like to adopt by using them in your personal life first. It's easier to understand the culture behind tools like Facebook and Twitter when you spend some time posting your own pictures and experiences.
  - Follow the personal [online communications guidelines](#)
  - Resources
    - [CommonCraft](#)
    - [Beth's Blog for Nonprofits and Social Media](#)

## Step to Participate

## Participate in Our National Social Media Presence

- **Learn National's Social Media Philosophy**
  - Our Red Cross social media philosophy:
    - To use social media to execute the American Red Cross mission of helping people prevent, prepare for, and respond to emergencies
  - Our Red Cross social media goals:
    - To create an empowered online community of Red Cross supporters to:
      - Reenergize the brand
      - Raise awareness of our services and mission
      - Provide critical information to the public during emergencies
      - Engage our employees, volunteers, and supporters in a two way conversation that enhances the mission
- **Engage and Participate in National Social Media Presence**
  - Familiarize yourself with our [national social media presence](#)



and we provide capacity building services, working with software developers to produce better tools for nonprofits, and with nonprofits to better leverage these tools.

### Información General

---Commenting Policy---

Aspiration encourages open discussion and we invite you to share your opinion on our issues.

By participating on this page, you are agreeing to our commenting policy, outlined below.

We reserve the right to delete posts containing any of the following elements:

- profanity
- misinformation
- spam
- off-topic / irrelevant
- personal attacks
- promoting violence
- promoting illegal or questionable activities

If you repeatedly violate this policy, you will be removed from our page.

If you become a bother to our supporters, since this is a supporter page first and foremost, you will be removed. Again, we encourage open discussion, which includes disagreement, but we will not tolerate harassment or taunting of our supporters.

If you have a question regarding this page or anything on it, please email us at [facebook@aspirationtech.org](mailto:facebook@aspirationtech.org).

Thank you to the Humane Society for providing the outline for this Comment Policy!

# Friendly Advice

## Staff/Volunteer Presence on Social Networking Sites

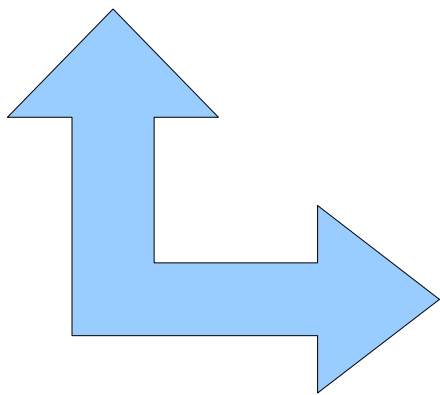
The bullets below provide guidelines for professional staff, advisors, summer staff, and volunteers coexisting with BBYO participants on social networking sites (b-linked, Facebook, MySpace, Blogger, etc.):

- » BBYO professionals, advisors, summer staff and volunteers are not prohibited from appropriately communicating with teens via general instant messenger programs.
- » BBYO professionals, advisors, summer staff and volunteers shall refrain from any proactive one-on-one communications with teens on social networking sites. They may accept invitations to profiles, groups, and events, but may not initiate any type of communication with teens. Responses to teen-initiated communications should be limited to those that are BBYO-related. Public one-on-one communications (i.e. posting a comment to a wall) are discouraged at all times.
- » Mass (one-to-many) communication from these sites is not prohibited provided that the content is appropriate and BBYO-related. However, since BBYO is a youth-led organization, staff should utilize teen leaders to broadcast virtual messages to teen online communities before issuing any type of information online (message board posts, group messages) themselves.



## Posts Should Not Include:

- Disparaging comments
- Copyrighted material that you do not own
- Anything of a sexual nature
- The use or promotion of controlled substances (liquor, cigarettes, illegal drugs, etc.)
- Third party advertisements
- Personal contact information (do not include personal information about a member, such as address or telephone, without permission)



## Posts Can Include:

- Photos of previous events
- News
- Event promotions
- Aerie/Auxiliary contact information
- Operating hours (if applicable)



## Privacy Policy

Pacific Crest Trail Association (PCTA) has created this privacy statement to demonstrate its commitment to privacy, describe our donor privacy practices, and describe our website's information gathering and dissemination practices.

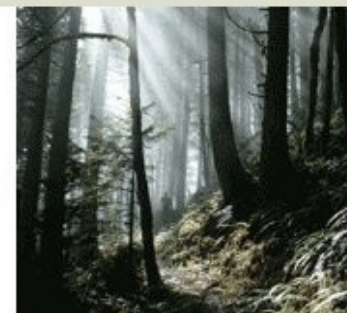
### PCTA Website

PCTA owns and operates the website [www.pcta.org](http://www.pcta.org). This site provides information, resources and data to users and is also intended to raise awareness of and funding for PCTA. PCTA collects personal information, as offered by the user, to those who register on PCTA's website. PCTA is the sole owner of the information collected and takes every precaution to protect our users' Personally Identifiable Information. Visitors to the site are not required to provide Personally Identifiable Information in order to browse the valuable information included on the site.

### What We Collect and Store Automatically

If you do nothing during your visit but browse through the website, read pages, or download information, we will gather and store certain information about your visit automatically. Please note that this information does not identify you personally in any way. The PCTA website uses Google Analytics to store anonymous traffic data, some of which may be stored in cookies.

- We automatically collect and store only the following



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# Start the Process

- ▶ Discuss with your staff and make a list.
  - What are your organization's concerns?
  - What's the worst case scenario? How will you react to it?
  - What is an ideal social media conversation?  
How will you encourage it to happen?
- ▶ Draft the policy.
- ▶ Iterate. Iterate. Iterate.

# Managing Your Policy

- ▶ Having a policy is not enough, you also need someone who monitors the policy for staff and users
  - Approves and following interactions
  - Responds to conversations
  - Holds the organization accountable
  - Shifts the policy as reality changes

# Summary

- ▶ Your policy is unique to your organization's practices and audience
- ▶ Does not only define what not to do, but also guidelines in using online effectively
- ▶ Essential to have a fully functional communications plan at your organization

# Good Reads (!)

- ▶ Beth Kanter: [bethkanter.org/trust-control](http://bethkanter.org/trust-control)
- ▶ [socialmedia-strategy.wikispaces.com](http://socialmedia-strategy.wikispaces.com)
- ▶ [Blog.Socialsourcecommons.org](http://blog.socialsourcecommons.org)
- ▶ Directory of Social Media Policies  
<http://www.socialbrite.org/sharing-center/directory-of-social-media-policies/#nonprofits>

# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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