



Social Media Policy

This policy governs the publication of, and commentary on, social media by employees of the Community Foundation of Northeast Alabama ("Community Foundation"). This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet. Community Foundation employees are free to publish or comment via social media in accordance with this policy. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

Social Media Defined

When most people think of social media, they think of the tools: social networking *Facebook*, video-sharing, *YouTube*, blogging *Wordpress*, micro-blogging *Twitter*, photo-sharing *Flickr*, podcasting *Blog Talk Radio*, mapping *Google Maps*, social voting *Digg*, social bookmarking *Delicious*, lifestreaming *Friendfeed*, wikis *Wikipedia*, virtual worlds *Second Life* and others. While all of these tools do fall under the same category of social media, they are all different from each other and new and hybrid tools are being introduced almost every day.

The Community Foundation and Social Media

The Community Foundation serves as a connecting point for philanthropy in the Northeast Alabama region, and those connections can be made both in person and online. Online media allows individuals to communicate information, share personal stories and express opinions about particular topics. We regard blogs and other forms of online media as primarily a way to connect and build relationships with individuals. As social media becomes more a part of our daily lives, it is important that employees of the Community Foundation understand how they should be used.

The key point to remember about blogs and social networking sites is that the same basic policies apply in these spaces as in other areas of your lives. The purpose of these guidelines is to help you understand how policies of the Community Foundation apply to these newer technologies for communication, so you can participate with confidence on multiple social media platforms.

Social Media Objectives

- To supplement existing Community Foundation marketing outreach and communications;
- To increase name recognition in the community;
- To share the Community Foundation's point of view on community happenings;
- To engage current donors in Community Foundation work; and
- To ultimately make new donors aware of Community Foundation services.

Representation

Be thoughtful about how you present yourself. As our communications become more public and more searchable, the line starts to blur between personal and official statements, and between private and public statements. An offhand comment posted on a blog has a *permanence* and a *reach* that an offhand comment mentioned in person simply does not. The Foundation's social media policy applies when you are using a professional social media identity or when you are representing the Foundation on social media.

- **Professional**

Definition of Professional Identity

- Identifying yourself as an employee of the Community Foundation
- Identifying the Community Foundation, or your past or present affiliation with the Community Foundation, as the source of your expertise and/or knowledge of a subject.
- Using the name or logo of the Community Foundation in any profile, or description.

Definition of Representing the Community Foundation

- As a speaker
 - Attending a Community Foundation event or other event on behalf of the Foundation
 - As an author of an article, blog post, commentary or social media post
 - As a volunteer representing the Community Foundation
 - As a member of a board or committee on which you serve as a result of your employment or volunteer service
- **Know Who You Are.** Be aware of your association with the Community Foundation when using your professional social media identity or representing the Foundation in online communications, or using your personal Facebook account, blog or Twitter account. Clearly state who you are and your relationship to the topic, particularly if you are participating in a professional or community discussion. If you identify the Foundation as your employer, ensure that your profile and related content is

consistent with how you wish to present yourself with colleagues, board members and donors.

- Write in the first person. While you are a representative of the Community Foundation, it should be clear the views and opinions expressed by you are yours alone and do not represent the official views of the Community Foundation.
- Avoid Lobbying. Employees are specifically prohibited from advocating for political or other polarizing issues online.
- Productivity matters. Yes, employees at the Community Foundation should spend time participating in building relationships online, but please remember your day job. The point is to make social media just another way for you to accomplish your goals – not a way to waste time.
- Remember who you represent. Adhere to the Community Foundation’s brand platform for messaging. It’s a good rule of thumb to think of all social media as the same as writing a signed letter to the editor or a newspaper. Clearly state who you are and your relationship to the topic, particularly if you are participating in a professional or community discussion. Don’t write anything that you would be embarrassed about seeing printed on the front page of a print publication.
- Protect confidential and proprietary information. We should always be mindful of the trust placed with us by our donors, not-for-profit grantees and applicants, trustees, volunteers, and community stakeholders. They have a right to expect we will protect their information and maintain their confidentiality. Do not report on conversations, decisions, or events that might be considered private or internal to the Foundation. Do not discuss information that has not been made public. Do not discuss internal personnel issues or confidential information about any of our stakeholders. Do not discuss our donors, their gifts, or the charitable activities they support without first obtaining their permission. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a donor so long as the information provided does not violate any non-disclosure agreements that may be in place with the donor or make it easy for someone to identify the donor. Your blog is not the place to conduct Community Foundation business with a donor.
- **Personal**
 - Personal accounts should be created separate from Foundation accounts.
 - Creating and updating *personal social media accounts should be managed outside of business hours.*

- Personal social media identities logon IDs and user names may not use the Foundation's name in full or abbreviated forms.
- When using your personal social media identity (Facebook, LinkedIn, etc.) and representing yourself as affiliated with the Foundation (employee, board member, or volunteer), consider adding to your personal profile: "The postings on this site are my own and are not intended to represent my employer's (or the Community Foundation's) positions, strategies, or opinions."
- Do not identify the Foundation, or your past or present affiliation with the Foundation, as the source of your expertise and/or knowledge of a subject.
- Do not use the name or logo of the Foundation in any way.
- Joining online groups or using social media in any form (including your Facebook page or a personal blog) that takes a position on legislative efforts could be construed as lobbying. While not prohibited, employees, board members, and volunteers are discouraged from doing so and should be specific in stating that "My opinion and political views do not reflect the ideology, strategy or mission of my employer/the Community Foundation."
- Please remember your simple participation in some online groups could be seen to indicate that you endorse their views.
- Be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details. Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Community Foundation website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.
- Do not discuss conversations, decisions, or events that might be considered private or internal to the Foundation. Do not discuss information that has not been made public. Do not discuss internal personnel issues or confidential information about any of our stakeholders. Do not discuss our donors, their gifts, or the charitable activities they support.

Guidelines – Professional & Personal

Be honest. Do not use social media anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. If you are blogging or posting about your work with

the Community Foundation, use your real name, and identify that you work for the Foundation. Staff should not use social media applications for covert marketing or public relations (i.e. Don't post the anonymous question, "who provides great philanthropic advice in Northeast Alabama" and then come back answering it as a representative of the Community Foundation). Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue or misleading. If you have a vested interest in something you are discussing, point it out.

Think before you post. Do not post anything contradictory or in conflict with the Foundation's website on the Foundation's social media sites. Steer clear of topics or comments that may be considered objectionable or inflammatory. Inappropriate posts or comments will be removed from the Foundation's social media pages, sites and groups. If you see misrepresentations made about the Community Foundation in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments.

Respect your audience. Be respectful to the Community Foundation, our employees, donors, nonprofits, community leaders and partners. The public in general, and the Community Foundation's employees and donors, reflect a diverse set of customs, values and points of view. Do not publish photographs without explicit approval from the individuals in the pictures, their guardian if a minor and/or the copyright holder.

Be helpful. Provide worthwhile, accurate and valuable contributions to the conversation and keep it concise.

Respect copyrights and fair use. This should be a no-brainer, but just in case: *always* give people proper credit for their work, and make sure you have the right to use something with attribution before you publish. Cite and link to your sources. Respect all laws governing the use of copyrighted material. Never quote more than short excerpts of someone else's work without permission and always attribute such work to the original author/source. Best practice is to link to other's work, not to reproduce it.

Compliance. Know and ensure your compliance with all applicable organizational policies. In using social media, you may confront scenarios that are covered within the Foundation's Employee Handbook, especially those regarding conflict of interest, confidentiality/privacy and technology use. Comply with the Terms of Service of each online site you use.

Be the first to respond to your own mistakes. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Use your best judgment. Remember that there can be consequences to what you publish in any format. Assume that what you post on social networking sites or blogs will be part of a permanent public record, accessible to Trustees, colleagues, donors, not-for-profits and members of the media. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think twice about posting it. If you're still unsure, ask your manager. Ultimately, however, you have sole responsibility for what you post or publish in any form of online social media.

Social Media Management

- Professional (i.e. not personal) social media identities, logon IDs and user names must be approved by the President & CEO.
- Employees may not create social sites, pages, profiles, groups, events or identities on behalf of the Foundation without authorization from the President & CEO.
- The Vice President of Advancement & Communication is responsible for creating, monitoring, and managing all social media accounts
- The Vice President of Advancement & Communication is responsible for posting, and approving posts, to all social media sites.
- All account information (email addresses, usernames, passwords, etc.) must be shared with the President & CEO.
- The Foundation does not allow comments on its social media sites.
- Monitoring
 - Monitoring of social media sites must be done DAILY
 - The Foundation will quickly address any inappropriate messages or misuse. Such inappropriate content includes spam, advertising, offensive statements, inaccurate information, foul language, or unconstructive criticism of the Foundation
- Autotagging
 - Do not tag others in pictures without their permission; many people do not like to be online.
 - The Vice President of Advancement & Communication can allow others to tag the Foundation but must supervise all tags.
- Google Alerts
 - The purpose of setting Google Alerts is to know what is being said about/or connected with the Foundation on the web.
 - The Vice President of Advancement & Communication will monitor all alerts and immediately address any discrepancies.

Disclaimer

Nothing in this policy should be construed to prohibit employee rights under the National Labor Relations Act.

Enforcement

The Community Foundation may access, without warning, all electronic communications made at the workplace or on employer-issued devices. Employees should have no expectation of privacy in any information or data placed on any Community Foundation computer or computer-related system or that is viewed, created, sent, received or stored on any Community Foundation computer-related system, including, without limitation, electronic communications or internet usage.

Failure to follow the Foundation’s Social Media Policy may lead to disciplinary measures, up to and including termination of employment.

ACKNOWLEDGEMENT

I have read the above policy and understand that it applies to me as an employee, trustee or volunteer of the Community Foundation of Northeast Alabama.

Signature: _____

Date: _____

Printed Name: _____

Approved August 14, 2014