Community Foundation of Louisville Social Media Policies

September 14, 2011

Social Media Policy Procedure

About the Community Foundation's Social Media Properties

The Community Foundation of Louisville now has "social media properties" on several social media networks, including Facebook, You Tube, LinkedIN, Twitter and Flickr, with the potential to have involvement on many others in the future. So the question for our organization is, "how will we manage these properties for our best benefit and the benefit of the region's phi-lanthropic community?"

Most Community Foundation posts will come from the VP of Communications. However, with many staff members from the Community Foundation attending events, interacting with donors and seeing the effects of the Community Foundation's work in progress, it is important to in-volve as many people as possible in making the Foundation's social media presence a success. To this end, a process has been developed for managing posts coming from our internal staff or members of our board.

General Social Media guidelines are as follows:

Standard Posts from VP Communications/Administrator--The Community Foundation VP of Communications will serve as the chief administrator of the site, do the majority of the post-ing, manage comments, and if needed, remove posts that fall outside the guidelines of the site. This will require a check of the site by the VP at least once daily, to respond to comments and comment on posts left by others. He/She will also be able to access all stats related to the ef-fectiveness of the foundation's social media presence through our posting platform on Sendible or a similar program.

Additionally, the VP will create a common social media calendar, which will be a guideline for content for our general staff. If the situation warrants, staff or board members attending im-portant events will be asked to tweet or post on the Foundation's behalf.

Additional Administrator:

In addition to the VP of Communications, one additional administrator will be named and trained to put up posts and moderate comments on the Foundation's behalf. This person will be able to stand in for the VP in the event of his or her absence. He or she will also be able to check any social media property with active comments or news feeds at least once daily, preferably on a different schedule than the VP, to ensure everything is running properly, comments are being addressed, and our policies for online conduct are being upheld.

Recycle Posts on Twitter- Many posts that the Community Foundation uses for Facebook can also be posted to Digg and other bookmarking sites while you are making your original posts on our social media scheduling platform. This does not mean that every post should go to every one of our social media properties. For instance, when it comes to posting on Twitter, it's appropriate to recycle only about half of Facebook posts to Twitter. The Twitter audience will want to feel as though it has its own material, not just a rehash of the Facebook feed.

Post Transparency--All posts on Twitter or Facebook from the public or internal staff will be allowed to get onto the site with no lag time to go to a curator for approval. This will keep the flow going and make the Community Foundation's presence truly transparent. However, the administrators do have the option to take things down. This will be clearly stated in a policy accessible to visitors.

If the Foundation wishes to take something down, either of the two administrators can remove it and send a message the posting person (if the platform allows). Recommended response: "We appreciate your interest in the Community Foundation. Your post, however, is in violation of our stated Social Media Policy: [reference specific rule violated here]. We work hard to make our Internet properties a place where everyone can feel welcome--and that requires some ground rules. For more information on these rules please visit [web address for the social media policy tab on Facebook or website]. Those who violate the policy twice will be permanently blocked from commenting." This response can work equally for Twitter, Facebook, or any comments section on our website.

Social Media Policy By the Book--In this document, we are providing a social media policy statement for the people that post to our site, and a social media policy specific to Community Foundation employees who post to and use the site. While the public policy will be posted on our sites so visitors understand our rules and expectations, the employee policy is more binding. As a condition of your employment, all our employees will be required to understand and sign our social media policy. This protects The Community Foundation in the social media sphere, but we believe it will protect our employees, too.

Board Members--Board members, of course, are not Community Foundation staff members, so they will not be required to sign the social media policy. However, they must follow the same rules as the general public when posting on the Community Foundation's official social media properties.

Communicating to Internal Audiences First--Our board members and employees are our most important ambassadors for the Foundation, so it is important for no one to be surprised by any public announcements of changes, projects, or other Foundation news. We will notify employees and board members directly whenever a major announcement is to be made regarding the Community Foundation. We will deliver this information in an appropriate and timely fashion. Should any employees or board members get asked about our announcements in person or online, they will be able to respond knowledgeably.

The Community Foundation of Louisville Employee Social Media Policy

The Community Foundation strives to be the driving force of philanthropy in the Louisville area, providing support, advice and financial management that energizes and inspires donors. We look to you, our employees, to help us spread this message. As you are out and about, seeing the good work of the Community Foundation in action, you will be our eyes and ears. Social media platforms make it easy to spread the word. There are just a few simple tips to help you tell the story of philanthropy in our area.

Guidelines--What to Do:

Be honest. As a matter of transparency, we would prefer that you didn't give yourself an alias. So when you tweet on The Community Foundation's Twitter account, or respond to a Tweet made on that account, make your handle your real name, or something that would help you be easily identified. We also want to make sure that no one else is using the Community Foundation as a part of their account or user name on these social media platforms, like "CommunityFoundationGuy." Such aliases confuse the public and make it difficult to track our mentions and results.

Protect donors, volunteers, partners and suppliers. Many of our community foundation donors, or philanthropists with a connection to the Community Foundation of Louisville, wish to remain anonymous. Many also do not want the work of their funds to be publicized. No matter how exciting the news, please make sure that the Foundation has permission to discuss the news item before you publish it. That means not mentioning a donor by name, or referencing the work of their foundation or efforts, without their express approval.

Post often and quickly at events. If you are at an event on behalf of the Community Foundation, please feel free to post photos or links on the Community Foundation Facebook page or other social media properties, provided you have the permission of the donors and organizations involved. We want to celebrate the achievements of our programs and grants, but we must be careful and respectful. For instance, a grant recipient may be having an internal thank you celebration before they announce that grant the next week. You need to be sure you are not violating their release dates. Additionally, when you are taking photographs of children or any other client of a grant recipient agency, please check with the director of the agency before you make a decision to post these publicly. Release forms or guardian permissions may be necessary. If a release form is needed, please contact the VP of Communications, who can provide you with one.

Put context in the news. Have there been big rule changes in reporting, new financial tools available to philanthropists, or new giving trends on the horizon? Use the community foundation's social media properties to link to these efforts, and provide context for your followers about what it could mean to them.

Address Controversy. If you see misrepresentations made about The Foundation in the media, you may point that out in the comments sections of their news website, blog or social media property. When doing this, be sure you identify yourself as working for the Community Foundation of Louisville. We urge you not to disparage the source of the misinformation, but to respond positively, and with facts to back yourself up. Avoid getting into a personal argument. Brawls may build traffic, but they rarely reflect well on the commenter.

Be the first to correct your own mistakes. If you make an error, be up front about the mistake, apologize, and correct it. If necessary, take down you original post and replace it with an apology and the correct information.

Guidelines--What <u>Not</u> To Do:

Showing Disrespect: Not everyone on The Community Foundation's social media venues will be well-informed or in the right. No matter what, treat everyone with the respect you'd give a valued donor. If you need to correct someone, do so gently, and if possible, with links that take you to an objective third party site that can confirm your point of view. If someone is abusive, alert the VP of Communications or another one of our social media administrators, who can remove that person's posts.

Violating Donor or Foundation Confidentiality: We will make every effort to keep you informed about any upcoming company announcements or business plans. In return, we ask that you never reveal things you may know about new upcoming announcements before we've had a chance to make them public. This will protect us all from any misinformation or damaging leaks that could hurt our competitiveness in the market.

Disparaging the Foundation in your Personal Accounts: We are writing these social media guidelines primarily to mandate behavior on The Community Foundation's social media properties. However, this policy applies to your use of social media for your own personal accounts. Therefore, we ask that you only refer to the Community Foundation of Louisville, your fellow employees, our board members, and the organizations our donors benefit in positive terms. This applies whether or not you are referring to them specifically by name, or if their identity is implied. You may believe your accounts are private. However, friends of friends may be able to pass your comments around. Be advised that anything written and placed on the Internet is never truly private.

"Friending" Donors or Board Members on Facebook: You may do this, but do so with caution. Remember, the political views you express, religious messages, party photos and more that you show may not always meet with their approval. In general, we recommend you reserve those contacts for LinkedIN.

Veering Off Subject: Keep in mind, everything we do with The Community Foundation's social properties relates to our programs specifically, to philanthropy in the Louisville area or charitable giving and philanthropy in general. We ask that all your posts relate back strongly to these things, while avoiding political or religious discussions, venting of personal problems, or rants of any kind.

Plagiarizing Other's Material: If you have picked up content from a source, you're well within your rights to use it. It is common courtesy--and legally advisable--to provide a link back to where you found your source material. In lieu of the link, the source should be physically mentioned, with an "according to" or some kind of footnote. This is especially important with professionally taken photographs and illustrations, which are usually covered by copyright. Unless this photo is already part of a web site you are linking to, you will need to provide a photo credit and link back to the original.

Engaging in Fights: It's best you don't pick fights by posting a provocative question, or calling someone out in a post. If you see a fan doing this on our pages or sites, it is best not to engage them. If the post is especially bad, or the fan is leading other fans down a dangerous conversational road, please alert the VP of Communications or one of our social media/website administrators, who can remove their posts.

Promising Release Dates: Don't make promises about when certain programs will begin or end. We will announce these things through the VP of Communications.

Thinking Social Media Constitutes Protected Speech. Individuals can be held personally liable by third parties for any commentary deemed to be defamatory; obscene; proprietary to, or owned by, others; or libelous to The Community Foundation, its suppliers/partners or any other person or entity. For these reasons, those who post should exercise caution with regard to exaggeration, colorful language, guesswork, obscenity, materials used in content, conclusions, images and/or video, and derogatory remarks or characterizations. In addition, those who post should at all times be mindful that, given advances in technology, opinions, comments or content will remain public, and will be archived, stored and retrievable, indefinitely.

We look forward to your participation. Your involvement will help make The Community Foundation's social media venues a true place of community for philanthropists in the Louisville area. We consider these some basic, common sense "rules of the social media road." However, it is important to us that we maintain a legal, trouble-free social media effort. Failure to abide by these social media policies will result in your posts being removed. Employees who violate the policy repeatedly will be asked to no longer participate, or could face disciplinary action through our personnel policies.

Community Foundation Public Social Media Policy

Welcome to the Community Foundation online! We're happy you're part of our community. We strive every day to be your philanthropic resource and partner.

In the interest of making our social media venues on Twitter, Facebook, YouTube, Flickr and our website a helpful experience for everyone, we've established a few rules and expectations for being on our online properties. Failure to follow these rules may result in your posts or comments being taken down by our administrator. If you have any questions regarding these policies, please feel free to contact us at 502-585-4649.

1) **We welcome your questions about our various financial and grant making tools. However, for your safety and ours, we will remove any post that reveals your individual financial or contact information.**   If you'd like to have some specific questions answered, please feel free to pick up the phone and call us at 502-585-4649. We will get back to you quickly.

2) Any posts, pictures, tweets, videos or questions you place on our website, our Facebook, Flickr, You Tube, Twitter or other social media streams are considered the **copyrighted property of The Community Foundation of Louisville** and can be used again in our other marketing materials or online.

3) Any personal contact information you provide to us will be gathered to create our mailing list for future communications. However, **we will not share your data with our grant recipients or any other outside party.**

4) The Community Foundation **reserves the right to edit or remove your posts** if they:

> -- verbally harass, demean or slander other members of our online community, or the Community Foundation itself;
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> --use ethnic slurs, personal insults, obscenity, or other offensive language;
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> -- discuss matters that aren't relevant to the mission of the Foundation;
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> -- plagiarize other writers or websites without a link back to the original post;
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> -- post the same message multiple times;
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> -- post chain letters;
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> -- post promotions or self-promotional items;
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> -- offer personal contact information for yourself or others in a public in a post or comment;
>
> --reveal your personal financial information or the financial information of others.

5) **People who post or comment on our website or social media properties are legally responsible for their opinions, comments or content.** Individuals can be held personally liable by third parties for any commentary deemed to be defamatory; obscene; proprietary to, or owned by, others; or libelous to The Community Foundation, its suppliers/partners or any other person or entity. For these reasons, those who post should exercise caution with regard to exaggeration, colorful language, guesswork, obscenity, materials used in content, conclusions, images and/or video, and derogatory remarks or characterizations. In addition, those who post should at all times be mindful that, given advances in technology, opinions, comments or content will remain public, and will be archived, stored and retrievable, indefinitely.

6) If you are employed by a donor or a grant recipient organization, and are posting on their behalf on any of our online properties, **we ask that you properly identify yourself**, so that you are not mistaken for a third party endorser.

We hope you come to spend some time with us at the Community Foundation, as we work to build a more vibrant community now and for generations to come. We look forward to hearing from you!