



SOCIAL MEDIA POLICY

Each chapter is required by National Policies for Chapters to have a Social Media Policy as outlined below.

- The increased liability regarding social media requires chapters to set social media standards. This policy governs the publication of and commentary on social media by members and employees of National Assistance League® and its related chapters ("Assistance League").
- For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, websites and social networking sites such as Facebook, LinkedIn, Twitter, Pinterest, Instagram and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email and the internet.
- Assistance League members are free to publish or comment via social media in accordance with this policy.
- Assistance League members are subject to this policy to the extent they identify themselves as an Assistance League member (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Assistance League).

Setting up Social Media Assistance in setting up social media accounts and their settings can be obtained from the National Social Media Administrator, a member of the National Marketing Communications Committee.

Your chapter profile on social media sites must be consistent with your chapter profile on the Assistance League website or other Assistance League publications. Profile information and guidelines may be obtained from the National Social Media Administrator.

Official Assistance League photographs must be used for your profile photograph. Assistance League photographs can be obtained from your chapter Marketing Communications and/or Public Relations Committee and must follow the Graphic Standards provided by National Assistance League.

Username: The username created for online utilization should include "Assistance League" or "AL" and the location of the chapter. For example, "Assistance League of Capistrano Valley" for Facebook and "AL Charlotte" for Twitter. The "AL" should only be used when there is a length limitation on the username as is the case for Twitter. No individual chapter should use "Assistance League" alone, as that should only be used by National Assistance League.

Profile Picture: The profile picture used on each social media platform should be your chapter or auxiliary logo. Each social media platform has different profile picture size requirements. Make sure that your profile picture is clear and visible on each platform. For example, on Facebook your profile picture needs to be 180x180 pixels to display correctly.

Cover Picture: The cover picture feature is available on some social media platforms, such as Facebook and Twitter. When the cover picture feature is available, each chapter should select an engaging photo that is



reflective of that chapter. This could include a picture of its members, philanthropic programs or upcoming fundraising event.

Profile Information: When setting up your profile, be sure to include all relevant information in the "About" section for each platform. This helps brand the organization and helps your visibility on search engines.

Conduct and Content Publication and commentary on social media carries similar obligations to any other kind of traditional written or spoken publication or commentary.

All uses of social media must follow the same code of ethics that Assistance League members and employees must otherwise follow.

1. All Assistance League social media profiles and postings shall portray the chapter and/or corporation in a professional manner.
2. All posts and comments shall be in compliance with the Assistance League code of ethics and all other established policies, including Guidelines for Written Materials.
3. All members and employees must have the Consent Regarding Photographs form and a social media policy agreement signed annually.
4. Chapters shall have their own social media administrators. Two or three administrators per chapter are recommended.
5. Administrators shall have the responsibility to add or remove photos and content from internal or external sources on a regular basis. A successful page requires consistent monitoring and content generation.
6. Content recommendations:
 - a. Use disclaimers. When posting or commenting in a capacity unrelated to Assistance League, make clear that any statements made are solely his/her own and do not represent the opinions or viewpoints or official policies of Assistance League.
 - b. Be transparent. When posting or commenting as a representative of Assistance League, disclose your name and the fact that you are an employee/member/volunteer of Assistance League.
 - c. Be accurate; correct any mistakes as soon as possible.
 - d. Be considerate.
 - e. Respect copyright laws. Respect copyright laws by ensuring all posts incorporating copyright material, properly cite source material. Provide links to original sources when possible.
 - f. Always obtain permission from colleagues or community members before writing about them. (Consistent with our privacy policy)
 - g. Follow the three keys to social media posting for nonprofits: National Assistance League® February 2013 SOCIAL MEDIA POLICY (page 3 of 3)

- Appreciation. Show appreciation to your community partners. Be generous about the work of your community partners and link to their social media platforms where appropriate to



increase visibility of Assistance League's social media presence in accordance with the policies for chapters regarding placement of chapter logos and links.

- **Advocacy.** Be interesting, relevant and share Assistance League's hard work and commitment to the community. Uphold and promote the mission and vision statements of Assistance League and adhere to all established policies.
- **Appeals.** Social media platforms can be very helpful in making appeals for support of Assistance League. Only use when appropriate and only after establishing yourself in the social media realm.

h. Responding to negative comments:

- Designate someone to respond to negative comments on your social media sites.
- Decide when to respond to a negative comment and when to ignore them. (Correcting misinformation vs. arguing with a negative poster)
- Decide when to delete a negative comment or leave it posted. Confidential and Privacy Information It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details of current projects, members' personal information and items not yet approved by membership. We must respect the confidential information about our chapter and/or corporation and our members. Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Assistance League 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. For example, the chapter's Board and regular meeting minutes cannot be placed on your chapter's social media site. *