

# Creating a Social Media Policy

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## Introductions



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Director of Development, Hardy  
Girls Healthy Women

## Introductions



www.idealware.org



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The Value of a Policy

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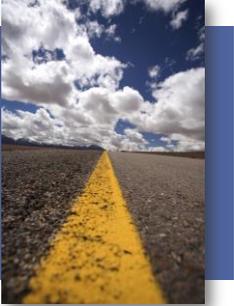
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Why Create a Social Media Policy?

- 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.



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## The Journey Is Half the Value



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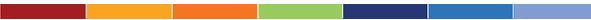
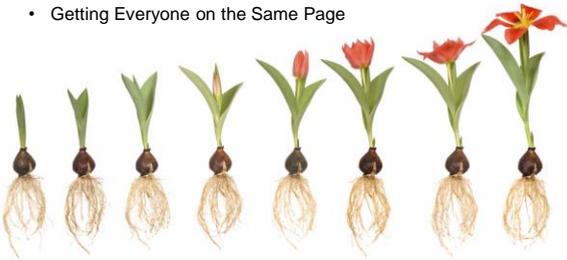
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## Obstacles to Social Media Maturity

- Fear
- Allocation of Resources
- Values
- Getting Everyone on the Same Page



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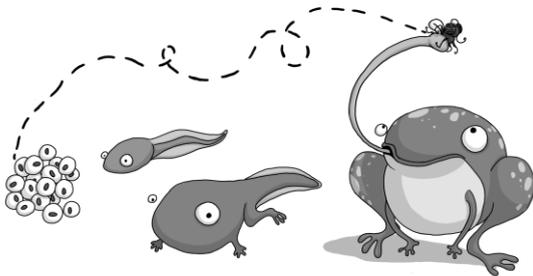
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## Value the Process



PROCESS can be even more valuable than PRODUCT!



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## What Are Your Goals?



What does this policy mean for your organization?

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## 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.



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## Recruit Your Policy Team



Recruit 3-6 team members...

- Communications Staff
- Fundraising Staff
- Social Media Manager
- Executive Staff

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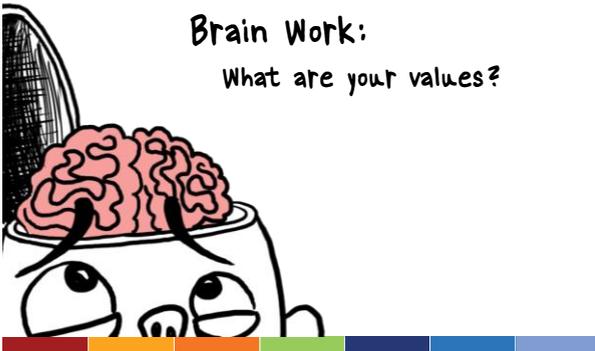
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Brain Work:  
What are your values?

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### Building Your Policy Step By Step



### Planning



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## 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?



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## What Should You NOT Say?

- What requires approval to post?
- What is taboo?



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## What to Post?

Charles & Lynn Schusterman Family Foundation

They ask themselves, does my post:

- Share Foundation expertise.
- Expose grantee work to a broader audience.
- Expose grantees to broader ideas.

Does it touch on sensitive advocacy issues?



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## Responding to Positive (and Neutral) Things

- When do you respond?
- Who should respond?
- What do you say?
- What are the implications?
- How is this connected to your brand?




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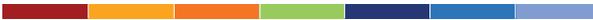
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## Responding To Negative Things

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.




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## Would You Respond?

**IT GETS BETTER PROJECT**  
**It Gets Better Project**  
 Members of the Indiana Youth Group are trying to fight conservative lawmakers who want to do away with a gay supportive license plate, sales of which provide funding for gay youth. Find out more here. <http://ow.ly/9gc4B>

**Zane Kaminski** I dunno why we need any kind of special license plates at all... Can't license plates just be for identifying, not expressing your stance on various social and political issues? That's what bumper stickers are for...  
 40 minutes ago · Like · 1

**Derrick Kennedy** I can't believe how stupid and closed minded people are grow up there's more important things to spend time on then license plates  
 24 minutes ago · Like

**Kimberly Carr** If you read the article, it states that the sale of the specialty plate provides tens of thousands of dollars to the IYG, which is a youth group aimed at the prevention of suicide in LGBT youth, not to express a stance on a "social issue." That puts this license plate in the same category as specialty plates that help provide funding to children's hospitals, animal shelters, education, environmental efforts, and other good causes. Should those plates be banned also?  
 13 minutes ago · Like




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## Privacy Issues



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## Posting and Privacy Issues



- What can you post?
- What can you only post with permission from those included?
- What can you never post?

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## What Should You Keep Private?

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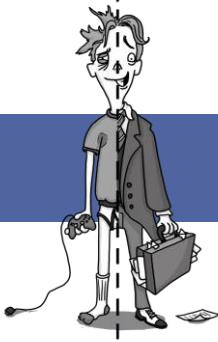
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## Personal vs. Professional: Ownership

Be clear about who owns content and accounts...



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## 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



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## Personal vs. Professional: Relationships

Can staff befriend board members, volunteers, clients?



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## Case Study: The REACH School



**Action:**  
Teachers were using Facebook to directly communicate with families outside of school hours.



**Fear:**  
Special education has become a highly litigious field. Is there a potential liability issue from the Facebook interactions?

What would you do?



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## Talking It Through: What would you do?



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## The Effects of Drawing a Hard Line



Teachers cannot friend parents (past or present) on Facebook.

There was required "de-friending" of existing connections.

**Benefit:**  
•Protection against privacy issues



**Loss:**  
•Connection to current community  
•Connection to alumni community  
•Ability to mentor families and respond to issues informally



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## Policy Adoption

idealware

### 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.

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## Let People Know How To Use Your Policy



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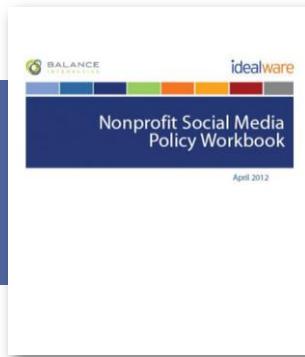
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## For Homework...

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

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



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Questions?



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