Social Media Policy

For Nonprofits
“Our mission is to help every nonprofit organization run an effective website that enables it to accomplish its own mission online.”

Highlights from 2012 & 2013

- Created over a 100 nonprofit websites
- Raised over $300,000 completely online
- Listed in the top ten most effective online nonprofit fundraising org by Salesforce
- Invited to speak at national conferences and by Corporations, including Google and NTEN, among others
- Have helped numerous developers improve their technology and applications for nonprofits, including Salesforce, Cirrus Insights, WordPress,
- Editor for several online outlets regarding nonprofit websites and technology, including the largest WordPress related community with more than 1 million visits per month
NTEN Announcements

NTEN is hiring a Community Program Coordinator based in Portland! http://www.nten.org/jobs/communityprogramcoordinator

NTEN Lab: Data-Informed Nonprofits – Feb 19 in Portland, one day in-person event about how nonprofits can start making strategic decisions with their data. Only $35 for members: http://bit.ly/PDXdatalab

2013 Tech Staffing Survey – Enter to win a $500 Amazon gift card!
8th annual Nonprofit Tech Staffing and Investments survey will provide benchmarks and qualitative data about technology decisions and practices among the NTEN Community. Deadline for participants: February 24th http://bit.ly/TechStaffing13

2014 DoGooder Awards: Submit your cause video!
What We’ll Cover

• Social Media Stats
• Get Employees and volunteers involved
• Policy Components
• Real World Examples
• Resources for you
Social Media Statistics

- Facebook: 152 million
- Twitter: 37 million
- LinkedIn: 28 million
- Google+: 26 million

% of US Population using SM Networks:
- Facebook: 63%
- Twitter: 15%
- LinkedIn: 12%
- Google: 11%

United States Users Only

Social Media Policy for Nonprofits
Why Is a Social Media Policy So Important?

Time spent on SM is happening in a place you probably cannot control.

**UNIQUE AUDIENCE OF SOCIAL MEDIA WEBSITES AND APPS BY PLATFORM**

- **PC/COMPUTER BROWSERS**
  - July 2012: 148,028,000
  - July 2013: 163,589,000
  - Change: -10%

- **SMARTPHONE APP**
  - July 2012: 120,396,000
  - July 2013: 87,797,000
  - Change: +37%

- **SMARTPHONE WEB BROWSERS**
  - July 2012: 102,097,000
  - July 2013: 81,120,000
  - Change: +26%

What Social Networks Do We Use?

IT’S ALL ABOUT MOBILE

- Computer Usage Down
- Mobile APPS Usage Growing HUGE
- Mobile Browser Usage Growing

Source: Neilsen Digital Consumer Report - Feb 2014
Get Your Team Involved

1. Learn the Culture of SM
2. Available Tools
   - Blogs, social media networks, videos, email
3. Training on those tools
   - Red Cross Uses a 12 Step Method
   - 95 page slideshow and online training course
Policy Components

Separation of Voices

**Organization’s Brand**
- Your Mission
- Your logos
- Your Website

**Organization’s Voice**
- How you present that mission
- Your Online Face
- Your Attitude
Policy Components

Methods of Engagement

- Respond to questions
- Ask engaging questions around your brand
- Sharing, Re-posting
Policy Components

What They All Have in Common

- Disclose
- Be responsible - Use common Sense
- Consider your audience
- Remember the concept of “Community”
- Bring Value
- Legal Aspects
Policy Components

Legal Aspects

• Know the local laws
  • Copyright and fair-use
• Don’t break the law
• Personal and Professional Liability
Policy Components

Common Sense Method

?  
If you don't know - ask!
Great Nonprofit Social Media Policies
A Few Examples

http://socialmediagovernance.com/policies.php
The Red Cross
12 Step Method

1. Get Social Media Savvy
2. Learn the Philosophy
3. Listen
4. Engage
5. Learn from chapters
6. Evaluate Goals
7. Create a Strategy
8. Tools of the Trade
9. Communicate with Corp
10. Implement
11. Measure
12. Share

http://www.slideshare.net/wharman/social-media-handbook-for-red-cross-field-units
Our various social media profiles (Facebook, Twitter, Flickr, YouTube, etc.) are part of a conversation between real people. Because of the family nature of our content, we have guidelines in place on what is appropriate interaction with the YMCA of Greater Houston online.

Our Social Media team works diligently to post accurate, timely, relevant content. We respond to feedback with respect and courtesy, and request our friends and fans do the same.

We encourage our community to share content with us such as photos and stories of their YMCA experiences. We assume that anyone sharing this user generated content has the right to do so and has permission of the photographed individuals. Please do not post photos you do not have permission to post, including photos of children without the permission of a parent or guardian.

We welcome constructive feedback, but we reserve the right to remove any comments that are inappropriate due to foul language, attacking of a single person or group, unsupported accusations, or spam that explicitly promotes a product or service. If contact information is available, we will notify comment authors personally to let them know their comments have been removed. We reserve the right to ban repeat offenders.

We do our best to respond to comments as quickly as possible, but sometimes there are delays. Please be patient with us as we do what can to improve the experience of all of our members and friends.

Thank you for your understanding and support in making our discussions online a productive and enjoyable experience for our entire community.

http://www.ymcahouston.org/policy/social-media/
..we will identify ourselves clearly in what we write and what we post. When acting as a Bread staff member, we will always identify ourselves as such in responding to posts, blogs, or other social media. We shall not engage in arguments or “flame wars,” but in civil discourse.

As individuals,

...we will not use our identity as Bread employees, including our Bread email accounts, in association with personal sites that are outside the scope of Bread’s mission.

...we will be responsible for what we write and what we post. Our use of social media sites is governed by our mission and our credo – and by good judgment and common sense. In general, we will tell our stories responsibly and not write or post anything that would embarrass our families, or reflect badly on Bread.

http://socialmedia.biz/social-media-policies/bread-for-the-worlds-social-media-policy/
• BE AUTHENTIC: Represent yourself accurately and be transparent about your role at NYU. Admit when you make mistakes and correct inaccurate information. Consider that you are in an academic environment and the implications of utilizing a NYU-provided platform that automatically identifies you in your role at NYU.

• BE SMART: Social media is “real life.” Behavior in social media is no different than in e-mail, public speech, classroom lecture, conversation with friends, or a poster on a wall. Anything considered inappropriate offline is likely also inappropriate online. When in doubt about whether to share or not, it’s better to be safe than sorry.

• BE THOUGHTFUL: Be mindful of what is considered appropriate behavior in different countries and cultures around the world and of how your words, actions, and images may be perceived. Know your audience and think before you post.

• BE RESPECTFUL: Social media provides a place to foster community and conversation. Adding value is good when on topic and in moderation. Positive and negative content are legitimate parts of any conversation. It’s OK to accept the good and bad, but not the ugly.

• BE MINDFUL OF RELATIONSHIPS: Think through creating friend/fan/follower connections where authority relationships exist. Many times you cannot control someone sharing your content or adding you to their connections, thereby gaining access to your content.
Personal Responsibility and Liability

Communications made via social media are not exempt from the expectations and obligations set forth in Harvard’s policies or from the laws and regulations that govern personal liability across general and traditional forms of communication.

You are responsible for what you post on your own site and on the sites of others, and should only post on behalf of Harvard or its affiliates in an official capacity where you have been explicitly authorized to do so.

Nothing in this policy shall be read to restrict your ability to engage in concerted, protected activity with your fellow employees regarding the terms and conditions of your employment.

http://provost.harvard.edu/policies_guidelines/Social_Media_Guidelines_FINAL_Version_1_0_effective_080112.pdf
Entire Policy is shorter than 1 page

Emphasis on COMMON SENSE

Be Active - Engage people to become active users of our community

We’re not your mama - No one is here to look over your shoulder, but proof read and use common sense.

Check your sources - Just because you see something on the web doesn’t mean it is meant to be public.

Above all - use common sense!

http://my.opera.com/community/blogs/corp-policy/
Orange County, CA

Extremely Legal, nearly 20 page document

Bulleted list
Discusses agency policy and procedures
Access to social media from office and home
Authorized Use

As of the writing of this Presentation:
597 followers

http://cams.ocgov.com/Web_Publisher/Agenda05_18_2010_files/images/O00610-000108A.PDF
Smithsonian Institution

26 page document

Reads like a PhD Thesis
Includes Scientific Charts and Learning Models

As of the writing of this Presentation:
1.14 Million Followers

Disclaimer for Blogs and Social Media Profiles:

“The posts on this blog are provided ‘as is’ with no warranties and confer no rights. The opinions expressed on this site are my own and do not necessarily represent those of my employer.”

Common Sense Structure

Don’t do anything that breaks the law.

Be polite and courteous, even if you disagree. Excessive name calling, profanity, fighting words, discriminatory epithets, sexual harassment, bullying, gruesome language or the like, will not be tolerated.

Keep it real. All wall postings should come from a real person and Facebook profile. Postings from fake or anonymous profiles will be deleted when discovered.

There is a place for customer service-related questions, complaints, concerns or ideas from customers. If you are a customer and have a customer service comment, complaint, concern or idea, we encourage you to post it on Walmart's Facebook Feedback tab, to ensure that we can respond in a timely manner. Please note that any customer service posts published on a Walmart page by customers will be removed when discovered.

We reserve the right to remove content posted to Facebook that violates these guidelines.

http://corporate.walmart.com/social-media-guidelines
[Y]ou are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid doing so in a way that is unprofessional, insulting, embarrassing, untrue, [or] harmful . . . .

http://orgspring.com/you-broke-the-social-media-policy-youre-fired/

Great Resources

• Beth Kanter - She lives at the crossroads of Networked Nonprofits and Social Media - This is her world:
  • http://www.bethkanter.org/work-flow/
  • http://www.bethkanter.org/good-counsel/
  • The Networked Nonprofit
  • Measuring the Networked Nonprofit

• Katie Delahaye - The smartest nonprofit statistician. Period.
  • http://kdpaine.blogs.com/
Additional Policy Resources

• Social Media Governance - http://socialmediagovernance.com/policies/


• Cleveland Clinic - http://my.clevelandclinic.org/about-cleveland-clinic/about-this-website/social-media-policy.aspx

Legal Policy Resources

- Legal Tips on Using Social Media for Nonprofit Advocacy:

- Foundations that support Social Media Initiatives:

- Online Lobbying and Advocacy Related Issues:
This was a presentation of OrgSpring.com and SteelCityNonprofits.com.
Sponsored by NTEN.org and The Hardware Store