

Sample

Social Media Guidelines

Introduction

New communication vehicles now enable many people to communicate directly with each other about XXX. Online social media tools such as Facebook, Twitter, and YouTube have made it possible for virtually anyone with an Internet connection to create and be part of online communities where people can share stories, photos, videos, and other types of media. Although using social media is not a program of XXX, their use to connect with others can be a very positive experience. But the creation and maintenance of these channels requires forethought, care, and responsibility. For that reason, XXX has developed the following guidelines to help navigate the use of social media channels. These guidelines are a complement to the Youth Protection policies and training of XXX.

Social Media and Youth Protection

First, everyone should review and strictly adhere to the terms of service and existing guidelines outlined by each individual social media channel (e.g., Facebook, Twitter, YouTube, etc.). As is true for participation in activities, all participants and leaders should abide by the guidelines outlined in the code of conduct and organization policies when participating in social networking. Safety and Youth Protection should be a key focus. Staying true to the commitment of the XXX to be an advocate for youth and to keep children and their privacy safe, both online and off, should always be at the forefront of any considerations where social media usage is concerned. To help ensure that all communication on social media channels remains positive and safe, these channels must be public, and all communication on or through them must be public. This enables administrators to monitor all communication and help ensure there is no inappropriate communication between adult leaders and youth or between the youth themselves. Therefore, no private channels (e.g., private Facebook groups or invite-only YouTube channels) are acceptable in helping to administer the program. Private channels and private communication put both the youth and you at risk. If you feel the information you seek to share via social media channels should not be shared in public, you should not share that information via social media. Abiding by the organization's supervision strategies also applies to use of social media. As it relates to social media, good supervision means there should be no private messages and no one-on-one direct contact through email, Facebook messages, Twitter direct messaging, chats, instant messaging (Google Messenger, AIM, etc.), or other similar messaging features provided through social media sites. All communication between adults and youth should take place in a public forum (e.g. the Facebook wall), or at a bare minimum, electronic communication between adults and youth should always include one or more authorized adults openly "copied" (included) on the message or message thread. While all communication should be public and implement good supervision while communicating via social media channels, it is recommended that as you and members of your group create personal social media profiles, the personal information on these profiles should be kept private (e.g., do not display your phone number, address, or personal email address on these profiles). It is recommended that any youth with personal profiles for social media make those profiles private so the youth's personal information is not accessible by the public. In creating personal profiles, everyone should familiarize themselves with and abide by the terms of service of the sites where they create and maintain personal profiles.

Internet Safety Guidelines

Any programs or staff that plans to use social media should share the following Internet safety guidelines with youth, parents, and leaders, and all youth should abide by the following Internet safety guidelines and personal protection rules:

1. Keep online conversations with everyone in public places, not in email.
2. Do not give anyone online your real last name, phone numbers at home or school, your parents' workplaces, or the name or location of your school or home address unless you have your parents' permission first. Never give your password to anyone but a parent or other adult in your family.
3. If someone sends or shows you email or any type of direct message/wall post with sayings that make you feel uncomfortable, trust your instincts. You are probably right to be wary. Do not respond. Tell a parent or trusted adult what happened.
4. If somebody tells you to keep what's going on between the two of you secret, tell a parent or guardian.
5. Be careful to whom you talk. Anyone who starts talking about subjects that make you feel uncomfortable is probably an adult posing as a kid.
6. Pay attention if someone tells you things that don't fit together. If one time an online "friend" says he or she is 12, and another time says he or she is 14. That is a warning that this person is lying and may be an adult posing as a kid.
7. Unless you talk to a parent about it first, never talk to anybody by phone if you know that person only online. If someone asks you to call—even if it's collect or a toll-free, 800 number—that's a warning. That person can get your phone number this way, either from a phone bill or from caller ID.
8. Never agree to meet someone you have met only online at any place off-line, in the real world.
9. Watch out if someone online starts talking about hacking, or breaking into other people's or companies' computer systems; phreaking (the "ph" sounds like an "f"), the illegal use of long-distance services or cellular phones; or viruses (online programs that destroy or damage data when other people download these onto their computers).
10. Promise your parent or an adult family member and yourself that you will honor any rules about how much time you are allowed to spend online and what you do and where you go while you are online.

General Considerations for Social Media Use

XXX expects adults intending to use social media on behalf of the organization to follow the following:

1. Social media must be monitored. A qualified staff member or volunteer should have the responsibility of monitoring social media channels daily and backup administrators/monitors should be designated so there is no gap in the monitoring.
2. Integrate your communications. Create a strategy to surround your intended audience with your key message(s) through print, the Web, email, radio, TV, word of mouth, and social media.
3. Talk to your audiences and let them talk to and about you. By posting content on a consistent schedule, you can tell your story and encourage conversations in the community.
4. Social media takes a thick skin. Negative conversations are happening already, but now you have a voice in the conversation. Don't delete negative comments unless they violate the terms laid out in the policies of XXX.

5. Be prepared to respond to negative or inaccurate posts if response is warranted. Some negative comments do not require a response, while others should be taken seriously and addressed. Factors such as the number of followers and the severity of the conversations should temper if and how you respond.
6. Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the executive or a designee for an official response.
7. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your executive or the designee for advice on how to disengage from the dialogue in a polite manner that reflects well on XXX.
8. Build trust by being open and transparent. Share information and what the challenges and opportunities are for XXX in your community.

Key Social Media Channels and Considerations for Use

There are many social media channels available to users, and new channels are being introduced frequently. As such, it would be impossible to provide information on all of them. We will focus on three of the most popular: Facebook, Twitter, and YouTube.

Facebook

Facebook is a wonderful way to form online communities where groups of people can gather to have conversations and share information. It may be valuable to think of a Facebook page that is always open, always going on, and where members of the public may drop by and watch or participate at any time of day or night. That means everyone can be even more involved in sharing the fun and excitement and be a more active part of the group discussion—even when they're at home. But it's also easy to see how, if left unstructured or unattended by leaders; this never-ending meeting could easily become a problem. When considering whether or not Facebook might be a good option, it is important to remember that Facebook requires all users to be at least 13 years of age. Before creating a Facebook page, you should educate yourself about what Facebook is and how it is used, and familiarize yourself with its terms of service. This will help you navigate carefully in your development of a fan page. When creating a Facebook page, you should make it a public fan page. In addition, you should designate at least two administrators who have access to the login, password, and page management/monitoring information. This conforms to the supervision policies of the XXX. At least one of these page administrators should be an employee who has taken Youth Protection training. All Youth Protection policies that govern the use of email are applicable to the use of the messaging capabilities of Facebook. Facebook fan pages are open to the public, which means any information shared on that fan page can be viewed by essentially anyone. As such, you should make sure that any information shared on that page by you or by your fans is information that is appropriate to share with the public. This is especially true regarding the level of detail you provide regarding youth and their activities. Once you have created a Facebook fan page, invited people to "like" your page and started gathering "fans," it is important for you to post good and appropriate content and monitor the content that is posted to your wall. Unfortunately, not all the content posted to the wall by your fans may be appropriate. All content posted by you or by fans on the Facebook wall should conform to the policies of XXX. Content that does not meet that standard should be removed immediately. If a user posts highly offensive content, the content should be removed immediately, and you may need to block or ban the user who posted it. Such an action should not be used liberally but only when content is truly objectionable. This type of careful monitoring requires vigilance. Before creating a Facebook page, you should consider whether you or someone else who will administer the page will be able to monitor that page and post content consistently to help ensure that only appropriate content is posted. Pages with inconsistent and infrequent updates can cause your fans to

become disinterested, and your page can become a target for spammers or other predatory parties who recognize that you appear not to be actively involved on your page. As with any online site, it is highly important that you do not give out personal information to anyone on Facebook.

Twitter

Because of its 140-character-per-post limit and relative lack of multimedia capabilities, Twitter is designed for quick, simple updates and also can be used like instant messaging or email to have conversations with one or more people in a mostly public forum. Twitter can be a great place to share quick observations, provide updates about programs, share training deadlines, link to other websites with event details, share great stories, and have an informal conversation with followers. In general, Twitter has a more personal voice, meaning posts on Twitter are expected to be relatively informal and friendly. It is also important to remember that Twitter is a public forum and is viewable by virtually anyone. That means content placed on Twitter should be acceptable to your specific intended audience of followers as well as a wider audience. Some direct-messaging capabilities exist with Twitter; however, adults should not use these direct-messaging capabilities when dealing with youth. All Youth Protection policies that govern the use of email are applicable to the messaging capabilities of Twitter. Before starting a Twitter account, familiarize yourself with Twitter's terms of service and adhere to those guidelines. When creating a Twitter account you should designate at least two administrators who have access to the login, password, and page management/monitoring information. This conforms to the supervision policies of XXX. At least one of these page administrators should be an employee who has taken Youth Protection training.

YouTube

YouTube is primarily a video-hosting and -viewing platform. It lets you upload videos to a channel you manage. Once on your YouTube channel, each video has an individual URL and can be viewed on YouTube or shared as a link or embedded (by you, your fans, and members of the public) via other social media outlets and on websites. Before starting a YouTube channel, familiarize yourself with the site's terms of service and adhere to those guidelines. When creating a YouTube channel, your channel must be public. There should be no private groups. In addition, you should designate at least two administrators who have access to the login, password, and page management/monitoring information. This conforms to the supervision policies of XXX. At least one of these page administrators should be an employee who has taken Youth Protection training. Like the other social media channels, the public at large has access to your videos and may view and comment on them unless you set viewing restrictions in your settings. If you enable comments, you should monitor those comments regularly to be sure they are appropriate. YouTube also has messaging features (similar to email). All Youth Protection policies that govern the use of email are applicable to the messaging capabilities of YouTube. Having a YouTube channel is a great way to share videos of events, how-to videos, awards ceremony videos, and other videos that would be good to share with members of the group as well as the public. An important consideration for YouTube or any similar site that features videos and/or images is that all videos/images should adhere to recommended Youth Protection policies and should protect the privacy of individuals.

Conclusion

It is important to remember that all social media channels are, by nature, designed to be social, that is, shared with members of the public. As such, whatever social media activities you engage in should be completed with the understanding that the public will see them and may engage in an online dialogue with you as a result. You should not do anything on a social media channel that reflects poorly on you, other individuals, XXX, or anyone else. Before posting any content on any social media channel, you should first ask yourself if that content is in keeping with the policies and mission of XXX. As an additional consideration, once created, social media channels and the content on them “live forever” on the Internet, sometimes even if the accounts have been deleted. That means social media channels created today may still exist five, 10, or 15 years from now, in some cases long after those who started them are no longer involved directly with XXX. As such, considerations should be made regarding the transitioning of administration rights and duties if and when the initial administrators end their direct involvement with XXX. Social media can be a powerful tool for sharing, but if not executed properly, it can be a detriment to everything XXX represents. As such, engage in social media activities wisely. Also realize that social media is a new and evolving form of communication that requires flexibility, patience, and commitment, but the rewards of increased connection with, and understanding of, your target audience can be great. In your social media communications, you should be clear that it is not an XXX social media channel but is instead your own personal channel. Should you have questions regarding any of the guidelines and/or recommendations or concerning the use of a specific social media channel not covered here, please contact the executive for further guidance.