AAUW Greater Naples Branch Social Media Committee Policies and Guidelines

Many of you have been using Social Media channels personally but AAUW/GNB out of necessity this year has emerged in various channels: Facebook, YouTube, Instagram and our Blog. As a result, we felt the need to establish a Social Media Committee and create policy and guidelines.

The Social Media Committee serves under the Communications Committee, and manages all branch Social Media outreach. This document was developed by a committee of eleven branch members who researched and reviewed the current best practices for non-profit organizations. This ensures that our branch social media policies/guidelines engender current and consistent social media participation within the branch and with its social media channels. All branch members should adhere to the policies and guidelines.

Branch Social Media Policies and Guidelines will be available to all branch members to assure the use of branch channels is understood and usage is appropriate. It will be posted on the branch website under About Us/ Branch Social Media Policies/Guidelines. The Communication Committee/Social Media Committee will update the document annually or as the need arises.

AAUW Mission, Vision and Values
AAUW advances gender equality for women and girls through research, education, and advocacy.
The AAUW vision is equity for all.
AAUW Values: Nonpartisan: Fact-based; Integrity; Inclusion and Intersectionality.

Social Media Purpose and Goals
The purpose of Social Media is to promote the mission, vision and values of AAUW to our membership, our constituents, and the general public through relevant communication and advocacy.
To increase recruitment of new members, advocates or supporters.
To keep AAUW members updated about happenings by disseminating information. To promote communication among constituents.

Policies and Guidelines that affect all Social Media Channels
Be respectful to all
Respect and friendliness are always expected, hate speech of any kind is not acceptable.
*"Hate speech includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people based on a protected classification. How you say something can matter as much as what you say. You should not bully, harass or threaten violence against anyone on or outside of social media. If you find yourself in a disagreement on social media, use a respectful tone or disengage".

Privacy
No confidential or personal information shall be posted on any social media channels.
As a rule, you should never post personal information about someone else on social media without their permission, e.g. phone numbers, personal email addresses, etc. Branch members' contact information is available under the Membership tab in the password protected directory on the web site.

You are also prohibited from sharing personally identifiable information on external social media sites. For example, if you engage with a comment on social media, you should not include any identifying information about that person in your posts. This could cause damage to that person, to your reputation and AAUW/GNB, and could even result in lawsuits.

Written permission for publication of photos and recording shall be obtained and kept on record.

Be transparent and disclose
When you talk about AAUW on social media you should disclose you are a member. Your friends may know you are a member but their network of friends and colleagues may not and you don't want to accidentally mislead anyone.

Follow the law
*If it is not yours, don't use it. To avoid violating trademark, copyright or publicity rights, do not post images or other content without the consent of those who own or appear in the media. When you quote others, be sure to credit them and, if appropriate, add a link.
You are also personally responsible for complying with any terms of the social media channels you are using. These terms differ across channels, and can include detailed community standards. You should familiarize yourself with the terms and standards for each channel you use.

Be responsible
Make sure your social media conversations are fact-based, honest, and inclusive. Nothing gains you notice in social media more than honesty or dishonesty. Do not say anything that is misleading or inaccurate. Don't say anything contradictory or in conflict with our AAUW mission. Be yourself but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and topics that may be considered objectionable or inflammatory - such as religion. Use your best judgment and be sure to make it clear that the views and opinions are yours alone. Please remember that the internet never forgets. This means that

The Response Team of three Social Media Committee members and an officer from the Board of Directors will be responsible for determining the appropriate response to any questionable activity. Posts or comments that are not in accordance with our Policies/Guidelines may be removed.

New Channels
Proposals for establishing a new channel should be presented to the Communications Director with a rational and management plan; then sent to the Branch Board for review and approval.

Social Media Committee Organization

Terms

• Social Media Committee (SMC) - member of and reports to Communications Committee, manages all branch Social Media outreach.
• Channels - Website, Blog, Facebook (Branch & Foundation), YouTube, and Instagram
• Channel Administrator - manages channel posts
• SMC Coordinator - coordinates GNB social media outreach.
• Response Team - responds to communication concerns

Roles

Charitable Foundation President
• shall approve all postings and solicitations on behalf of the Foundation.
Communications Director

- reports to Branch Board of Directors
- collects and forwards submissions to Social Media Coordinator

Coordinator
- distributes postings to appropriate channel administrator
- monitors all channels for content and frequency of posts
- gathers data on channel contacts/activity
- suggests posts to Communication Committee
- produces reports for Communication Committee
- coordinates posts with branch master calendar

Channel Administrator
- posts items received from SMC Coordinator
- monitors channel activity
- responds to contacts/activity
- reports data to Coordinator
- suggests posts

Resources
*Dell Technologies Social Media Policy
Nonprofit Social Media Decision Guide - Techimpack Feb 2021
AAUW/GNB Creating Social Media Policy and Guidelines Powerpoint - March 2021