

## ELAWR Print and Social Media Guidelines

Header: list all the platforms currently used by ELAWR (Facebook, Twitter, website)

Purpose: ELAWR encourages and promotes community involvement in all online communications. The practices provided will allow for meaningful conversation and ongoing community participation to help enrich and impact more lives. While social media brings about new opportunities for interaction and collaboration, it also means added responsibilities for participants (includes both contributors and observers) engaged in any media platform.

Tips for use (place in a sidebar)

- Respect confidentiality
- The Internet is a public space (postings last forever)
- Be honest about who you are
- You speak for yourself, but your actions reflect those of the group
- Think before responding (be informed)
- Encourage critical thinking, but avoid arguments
- Perception is reality. Be cautious of what you are endorsing
- When in doubt, ask the original source.
- Post accurate, concise and useful information

Best/Promising Practices

- Be respectful and professional (e.g. avoid using slang and emoticons)
- Transparency (e.g. Provide full disclosure. If you comment on postings, be clear that you are representing ELAWR and keep comments within the organization's guiding principles. Even if you are not posting as an ELAWR member, please be mindful of your connection to the group.)
- Respect time and resources of the audience (e.g. if the intended audience is not supposed to be checking for updates during core hours, post at respectable times e.g. before 9 a.m., lunchtime, after 5 p.m.)
- Respect time and resources of the contributing agency and administrator of the media outlet (e.g. updates to ELAWR website are made monthly)
- Have more than one administrator (e.g. members of the ELAWR subcommittee all have access to administering rights of the ELAWR Facebook page)
- Passwords, keys and codes for collective group platforms belong to the group and that information is stored with multiple members
- Decide who you are speaking as, but remember that you are always representing the group

Collective Code of Conduct/ Ethical Obligations (duty to report)

- I will not criticize clients or colleagues
- When I disagree with others' opinions, I will do so respectfully
- I will not do anything that breaches my terms of reference

- I will acknowledge and correct any mistakes promptly
- I will preserve the original post, using formatting to show updates where appropriate (e.g. MT or RT if retweeting someone else's message)
- I will only delete comments that I deem to be spam, offensive to me or our readers, comments unrelated to early literacy or those that breach this code of conduct
- I will disclose conflicts of interest
- I will not knowingly post inaccurate information
- I will link to online references and original source materials directly  
(Source: <http://blogarchive.hillandknowlton.com>)

Post guidelines online for transparency (Why would we not? We're a leader with this document and it provides context to how the group works)

To retweet or not to retweet messages from others with ELAWR's own logo? Branding of self, adding opinions (common practice seems to be that you can retweet a message with your logo as long as you acknowledge that it is a retweet and list the source)

Glossary of terms (e.g. MT and RT) and abbreviations and approved short text to look at in the future (look for not-for-profit example; e.g. UR) to review annually (e.g. early literacy or early lit) *Sam will check into some examples*

Social media release form for new partners? Do we require forms to be signed? e.g. Wintergreen promo for ELCC Conference? *Sam will check into some examples*

Ways to use social media and communications (e.g. ELAWR, PRC); Do we need guidelines to promote others? Acknowledge that any new sponsors will be promoted?

Inform ELAWR of new platforms being used to communicate about ELAWR (e.g. Four Square, Instagram)

*Consider AODA recommendations: need to consider font size and style (Arial Font 12) when possible*

Active for January 2014; e-mail to members before Dec. 2 meeting, discuss at Dec. 2 meeting, make further adjustments online in December

## Social Networking Policy

[Your nonprofit name] (“your nonprofit name”) understands that some employees participate in social networking sites (e.g. Facebook, MySpace, Twitter, YouTube, LinkedIn) and chat rooms, and create and maintain personal websites, including blogs. XYZ Nonprofit respects employees’ online social networking and personal Internet use. However, your online presence can affect XYZ Nonprofit as your words, images, posts, and comments can reflect or be attributed to XYZ Nonprofit. As a Team Member, you should be mindful to use electronic media, even on your own personal time, responsibly and respectfully to others. Because employees’ online comments and postings can impact XYZ Nonprofit and/or the way employees are spending their time at work, XYZ Nonprofit has adopted the following guidelines that employees must observe when participating in social networking sites and/or engaging in other forms of Internet use on and off duty. It shall be considered a breach of acceptable Team Member conduct to post on any public or private website or other forum, including but not limited to discussion lists, newsgroups, listservs, blogs, information sharing sites, social media sites, social or business networking sites such as LinkedIn, Facebook, or MySpace, chat rooms, telephone based group communications such as Twitter, or any other electronic or print communication format, any of the following:

- (1) Anything that may harm the goodwill or reputation of XYZ Nonprofit or any disparaging information about XYZ Nonprofit.
- (2) Any disparaging, discriminatory or harassing information concerning any customer, employee, vendor or other person associated with XYZ Nonprofit. XYZ nonprofit’s policies prohibiting harassment apply online as well as offline.
- (3) Any confidential information, trade secrets, or intellectual property of XYZ Nonprofit obtained during your employment, including information relating to finances, research, development, marketing, customers, operational methods, plans and policies.
- (4) Any private information relating a customer, employee or vendor of XYZ Nonprofit.

In compliance with applicable regulations of the Federal Trade Commission, employees endorsing XYZ nonprofit’s products or services must disclose their employment relationship with XYZ nonprofit and must ensure that endorsements do not contain representations that are deceptive or cannot be substantiated. *If you are speaking about job-related content or about XYZ Nonprofit you must either clearly identify yourself as a XYZ Nonprofit employee, or speak in the first person and use a disclaimer to make it clear that the views expressed belong solely to you. In addition, the following statement must be used, “The opinions expressed on this site are my own and do not necessarily represent the views of XYZ Nonprofit.”*

This Policy applies regardless of where or when employees post or communicate information online. It applies to posting and online activity at work, home or other location and while on duty and off duty. XYZ Nonprofit reserves the right to monitor and access any information or data that is created or stored using XYZ Nonprofit’s technology, equipment or electronic systems, including without limitation, e-mails, internet usage, hard drives and other stored, transmitted or received information. Employees should have no expectation of privacy in any information or data (i) placed on any XYZ Nonprofit computer or computer-related system or (ii) viewed, created, sent, received or stored on any XYZ Nonprofit computer or computer-related system, including, without limitation, electronic communications or internet usage.

**Employees who violate XYZ Nonprofit 's Social Networking Policy will be subject to disciplinary action, up to and including termination of employment.**

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