

# Social Media Policy

Date Written: March 2011

Policy Approved: March 2011

## **Rationale:**

'Social media' is the term commonly given to websites, online tools, blogs, podcasts, wikis, message boards, social book marking sites, social networking sites, content sharing sites, and other Interactive Communication Technologies (ICT) which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

Through this policy, the Gainesville Chapter will provide guidance to its representative members about their interactions and representations on such sites.

## **Procedure:**

### Responsibility

The President will serve as the official Gainesville Chapter "voice" and communication representative on all Chapter-related social media sites and accounts. Working in conjunction with the Communications Director and Electronic Media Director, these members will be responsible for all social media postings.

These individuals must take responsibility for what is written and exercise good judgment and common sense. In addition, these members should always be authentic in acknowledging who they are and their relationship to the Association when posting on behalf of FPRA Gainesville.

Always distinguish between fact and opinion in posts and acknowledge whether the information is FPRA sponsored or simply a private post. The Gainesville Chapter's sites and accounts should make proper use of the trademarked FPRA logo and clearly define it as an official FPRA site or account. The trademarked FPRA logo should only be used in conjunction with FPRA sponsored material and/or on FPRA sponsored sites/accounts.

### Judgment

Refrain from comments that could be interpreted as defamatory, demeaning, inflammatory, threatening, harassing or intimidating. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.

Personal information unrelated to FPRA business should not be posted on FPRA sponsored sites/accounts. Any photos posted on FPRA sponsored sites/accounts should be in good taste and professional in nature.

**Confidential FPRA business information should never be posted on any social media or web sites.**

### Respect

Respect the work of others related to copyrights and fair use. Always give proper credit and ensure the right to use something with attribution before publishing.

### Value

Posts should add value and insight to members and other readers and should include a variety of postings of Association, Chapter and relevant industry news. Ensure that useful information is being provided, the site/account is not cluttered with chatter and that there is a proper response time on postings.

FPRA recognizes the importance of social media, however, use of social media should not be the primary communication tool of the Association or any of its chapters. Execution of all of the elements related to communication, professional development and networking should still be the primary focus of the Association, chapters and members. In order for social media communications to be successful, the right balance must be struck between social media and other endeavors.

### **Monitoring**

FPRA can and will monitor use of social media and social networking sites/accounts that represent the Association. An edit or take down notice will be issued to any chapter or member representing FPRA on a site that is in violation of these guidelines. To ensure branding, consistency and adherence to policy, Chapters should contact the VP of Technology or the VP of Communications/PR prior to creating any new social media sites, accounts or tools on behalf of FPRA or any of its Chapters. The VP will coordinate with the Chapter Board and/or the FPRA Executive Committee, as appropriate, to predetermine how the site/account will be incorporated into leadership job descriptions to ensure ongoing maintenance.

**Policy Responsibility:** The Communications Director and Electronic Media Director, in conjunction with the Executive Directors and the Chapter President, will monitor social media sites and accounts representing FPRA Gainesville.