

Social Media and Media Relations Policies

It is the intent of the XXX. to provide information to the general public and persons we support regarding our organization including services and events. The XXX, Inc. recognizes the importance of the Internet in shaping public thinking about our organization and our current and potential services. We also recognize the importance of our employees joining in and helping shape industry conversation and direction through interaction in social media. The XXX, Inc. is committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media. We recognize that social media works best when it is current, active, and responsive.

We use social networking/media (Twitter, Facebook, ExactTarget emails etc.) as a way to connect with persons we support, families and other service organizations. Our website is to be considered the main avenue for public information and not personal opinions or blogging.

All official social media accounts are managed by the management team of the XXX, Inc. including the Board Chairman. The Executive Director is responsible for the security of passwords and upkeep of these accounts. The Board President grants access to other members of staff to administer groups on the platforms and to post content. Establishing XXX presence on a public social network not previously identified and created such as YouTube, LinkedIn, Flickr, Instagram, Snapchat, etc. must be authorized beforehand by the Board President or Executive Director.

Access to social networking and media sites is granted on a project-by-project basis and in discussion with the Board and Management Team. Staff members who are granted access to post or create content in an official capacity must have undergone supervision and, where required, training in appropriate conduct specific to each platform. This access can be revoked by the Board President at any time.

XXX, Inc. social media sites shall be monitored regularly, and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the organization at risk. The Executive Director, Director of Services and Community Program Director shall review site activity and content routinely for problems areas or to identify a need for updated information.

It is important to maintain confidentiality of person we support and not post photos of faces of individuals without a specific release of photography consent form signed by the person or persons in the photograph.

The XXX, Inc. will respect copyright rules. We will properly cite our sources, and post only items that are covered by fair use or published under Creative Commons. Otherwise, we will seek permission first. We will not use images from Google unless they are specifically identified as fair use. If in doubt, check for copyright prior to publishing.

Facebook

Encourage discussion by posting quality content, photos and questions. Quickly address any inappropriate messages or misuse. Such inappropriate content includes spam, advertising, offensive statements, inaccurate information, foul language, or unconstructive criticism of the XXX community. It is important to maintain confidentiality of persons we support and not post photos of faces of individuals without a specific release of photography consent form signed by the person or persons in the photograph. Photos or videos posted on social media can be widely shared and often will be so err on the side of privacy and respect.

Do not release names, addresses, emails or other personally identifiable information on media sites.

The XXX strongly discourages “friending” of persons we support by staff on social media websites. Staff in roles of direct services generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the client-provider relationship.

Protecting Rights to Content

The XXX is cognizant of the attributes of the content we share and how some materials may need to have copyright protection of the content created. The XXX will weigh the value of keeping complete control of content against the value of sharing. If materials are posted, the XXX will adopt a more open approach that lets others repost freely. The latter, called a "Creative Commons license," lets us maintain some control over how the content is used by setting guidelines for attribution and whether other users can modify your content or use it for commercial purposes. (See the Creative Commons website to learn more.)

The XXX will follow the rules and ask permission before reposting content we did not create. It's OK to link to something as long as the link is previewed for content appropriate to the organization and copyright has been reviewed or permission obtained.

Revised 10-2020