Global Visionaries Social Media Policy

Social Media Policy for Global Visionaries employees and volunteers on our managed channels
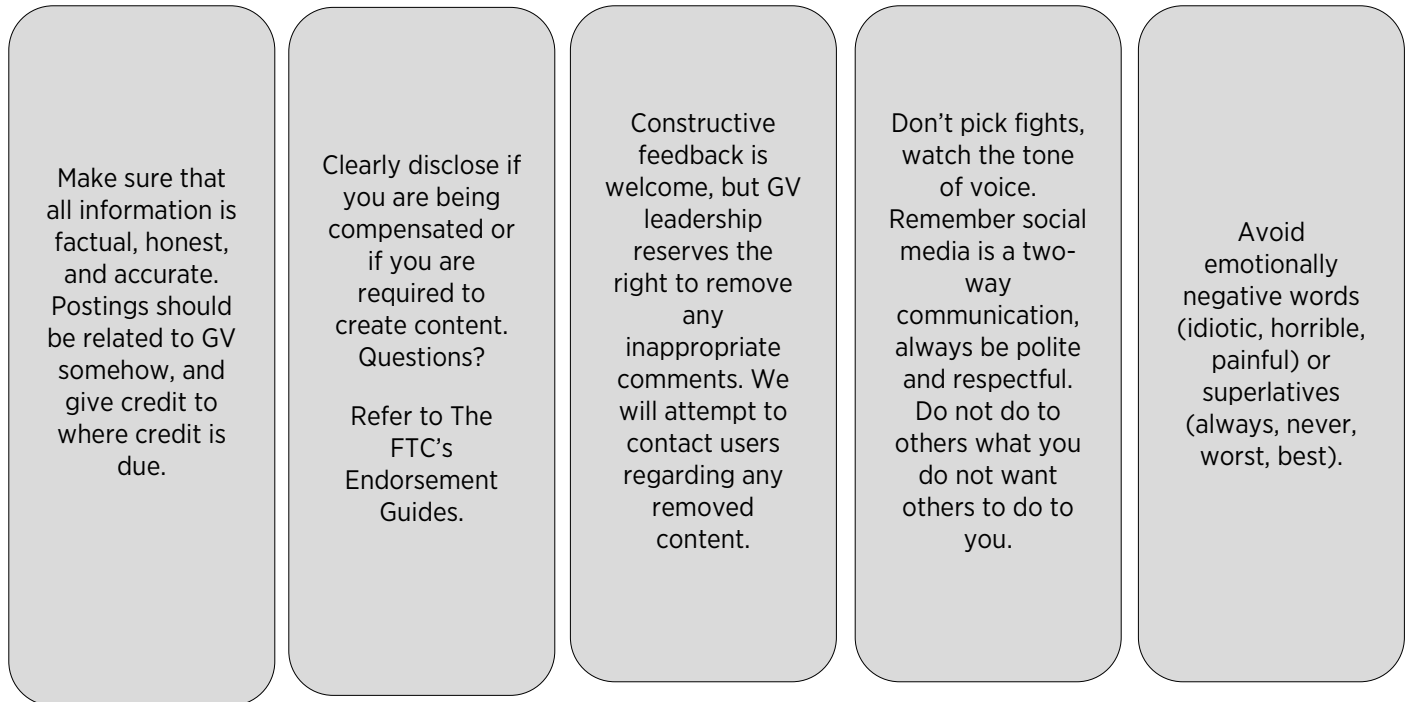We do not have a policy for the use of social media owned specifically by employees, although we suggest smart and responsible use of content published or tagged.

Social media is an important vehicle for Global Visionaries (GV). Not only do we use it as a bonding mechanism for our cohorts, we use it as a marketing device. Social media is the single GV voice to many, as it has the widest reach of any of our marketing efforts. Using social media is a given, and using it wisely increases its value to GV.

There are many laws we must adhere to, as well as best practices we must follow. These are our key policies and guidelines for the use of GV managed social media by our employees.

1. GV social media channels cannot contain comments or images that misrepresent what it does, divulge confidential or private information, violate laws designed to protect employees, or defame others. This includes providing ages of our participants.
2. GV can endorse specific programs, products or people – but cannot do so for any elected official or those working for or with that official. We can support legislation if agreed to by the Executive Director, but need to stay clear of endorsing election for specific candidates.
3. Clearly state the relationship of any partner/joint-venture partner or collaborating organization and following are legal or contractual agreements in regards to online activities.
4. Comments from GV on social media means the comment is representative of GV….not individual staff members. If you are not 100% sure the comment represents the organization, then do not post it.
5. Do not misuse the organization's own IP in a way that jeopardizes the organization's rights, and infringing on the IP rights of others. This includes misrepresenting the organization's position on issues, providing false information, or making defamatory remarks.
6. Do not misuse the GV brand, trademark or copyright in a way that jeopardizes GV rights no use partner or other brand, trademark, copyright or images without permission and source identification.
7. Do not disclosure of confidential and proprietary information about the nonprofit organization on social media sites.
8. Keep in mind that you are always responsible for things you write on the sites and be aware of GV's audiences and sponsors.
9. Understand the concept of community and accept responsibility for creating an online environment where all people despite of race, sex, ethnicity, religion, socioeconomic status, age, disability, national origin, sexual orientation, gender identity and expression, marital status, or political affiliation are encouraged and able to participate fully and with respect.
10. Above all, use common sense and exercise good judgment.

GV has always appreciated the effort our users make to update social media sites that help us created a diversified and valued social media presence. These are our guidelines for the user-generated contents. A simple rule of thumb: always pause and reconsider before posting any content of which you are not completely confident. See a GV staff person if there is any doubt.

Make sure that all information is factual, honest, and accurate. Postings should be related to GV somehow, and give credit to where credit is due.	Clearly disclose if you are being compensated or if you are required to create content. Questions? Refer to The FTC's Endorsement Guides.	Constructive feedback is welcome, but GV leadership reserves the right to remove any inappropriate comments. We will attempt to contact users regarding any removed content.	Don't pick fights, watch the tone of voice. Remember social media is a two-way communication, always be polite and respectful. Do not do to others what you do not want others to do to you.	Avoid emotionally negative words (idiotic, horrible, painful) or superlatives (always, never, worst, best).

RESOURCES

1. 16 Social Media Guidelines Used by Real Companies
   https://econsultancy.com/blog/5049-16-social-media-guidelines-used-by-real-companies/

2. 6 Rules You Need to Know for Adding User-Generated Content to Your Marketing
   http://blogs.constantcontact.com/user-generated-content/

3. Disclosure Best Practices Toolkit
   http://8qzl342um3e2kqt0g1vcbyte0h.wpengine.netdna-cdn.com/wp-content/uploads/2014/06/Disclosure-Toolkit.pdf

4. Naral Pro-Choice America Diversity Policy
   http://www.prochoiceamerica.org/about-us/diversity-policy.html

5. Top 10 Guidelines for Social Media Participation at (Company)
   http://www.shiftcomm.com/downloads/socialmediaguidelines.pdf

6. YMCA Houston Social Media Policy

https://www.ymcahouston.org/policy/social-media/

7. Social Media Policy for Non-profits
   http://orgspring.com/wp-content/uploads/2014/02/Social-Media-Policy-for-Nonprofits-2014.pdf

8. Social Media Policy Database
   http://socialmediagovernance.com/policies/

9. Australian National Botanic Gardens (Really clear formatting)
   http://www.anbg.gov.au/gardens/about/management/policy-docs/social-media-policy-10-03-24.pdf

10. 10 Must-Haves for Your Social Media Policy
    http://mashable.com/2009/06/02/social-media-policy-musts/#ZMdIOdomZaqW

11. Washington State Legislature
    http://apps.leg.wa.gov/rcw/default.aspx?cite=9.61.260

12. How to Create Social Media Business Guidelines
    http://www.socialmediaexaminer.com/how-to-create-social-media-business-guidelines/