

Uplift Community Alliance™

Social Media Policy

This policy governs the publication of and commentary on social media by members and employees of Uplift Community Alliance. For the purposes of this policy, social media means any facility for online publication and commentary, including, without limitation, blogs, websites and social networking sites such as Facebook, LinkedIn, Twitter, Pinterest, Instagram and YouTube.

Uplift Community Alliance members and employees are free to publish or comment via social media in accordance with this policy. Uplift Community Alliance members and employees are subject to this policy to the extent they identify themselves as an Uplift Community Alliance member or employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Uplift Community Alliance).

Publication and commentary on social media carry similar obligations to any other kind of traditional written or spoken publication or commentary. All uses of social media must follow the same Code of Ethics that Uplift Community Alliance members and employees must otherwise follow.

Social media accounts for the organization shall be set up only by the organization Social Media Administrator as authorized by the organization.

All posts and comments shall comply with the organization's Code of Ethics and all other established policies.

All Uplift Community Alliance social media postings shall portray the organization and/or corporation in a professional manner. Use common sense.

Refrain from posting items that could reflect negatively on Uplift Community Alliance or otherwise embarrass the organization. Social media posts are widely accessible and will be around for a long time, so consider the content carefully. The internet has a long memory.

Refer negative comments or posts found on organization social media sites to the organization Social Media Administrator. Do not respond or engage in dialogue about such posts.

Be transparent. When posting or commenting as a representative of Uplift Community Alliance, disclose your name and the fact that you are an employee/member/volunteer of Uplift Community Alliance. Do not post a glowing review about Uplift Community Alliance without disclosing your association with the organization.

Be accurate and correct any mistakes as soon as possible.

Be considerate. Post meaningful, respectful comments.

Do not publish Uplift Community Alliance's confidential information. Confidential information includes things such as unpublished details of current projects and activities; members, employees or volunteers' personal information and items not yet approved by membership.

Respect the law, including those laws governing defamation, libel, discrimination, harassment, and copyright and fair use. All posts incorporating copyrighted material should properly cite source material and provide links to original sources when possible.

Show proper respect for people's privacy and for topics that may be considered objectionable or inflammatory. Always obtain permission from Uplift Community Alliance members, staff, partners, vendors, community members or program recipients before writing about them or posting their photos.

Be interesting, relevant and share Uplift Community Alliance's hard work and commitment to the community. Uphold and promote the mission and vision statements of Uplift Community Alliance and adhere to all established policies.

Show appreciation to community partners. Be generous about the work of community partners and link to their social media platforms, where appropriate, to increase visibility of Uplift Community Alliance's social media presence, in accordance with the policies for organizations regarding placement of organization logos and links.

Use disclaimers. When posting or commenting in a capacity unrelated to Uplift Community Alliance, make clear that any statements made are solely your own and do not represent the opinions or viewpoints or official policies of Uplift Community Alliance.

All members and employees must have the Consent Regarding Photographs form and a social media policy agreement on file.

I have read and understand the Social Media Policy. I have completed the Photo Consent form.

Signature

Date _____

Printed name