

SOCIAL MEDIA

Social media has become a key component of young people's lives. Given the necessity and risks of its use, the following policy and procedures have been created. For the purposes of this policy, social media refers to all online interactions with council members, community partners and volunteers; including, but not limited to: Facebook, Twitter, YouTube, MySpace, blog sites, photo sharing sites and online instant messaging services.

NAME OF ORGANIZATION uses social media sites to:

- Engage members and volunteers,
- Share youth opportunities, activities, events, community resources and news,
- Create safe place for foster youth to build a community,
- Develop skills so youth can express themselves in a creative and professional way; and,
- Communicate with youth unable to attend meetings

In addition, social media also provides an alternative when other means of communicating are ineffective or unavailable. Tasks may be added, as necessary, when approved by a NAME OF ORGANIZATION.

All employees are expected to conduct themselves as professionals when using social media as part of their job duties.

NAME OF ORGANIZATION employees are expected to safeguard the image of NAME OF ORGANIZATION in both their personal and professional online endeavors. Employees who publish personal information on social networking websites or in any other public venue must not make reference to NAME OF ORGANIZATION.

NAME OF ORGANIZATION employees are expected to perform their job duties ethically, honestly, with confidentiality and responsibly at all times. All employees are prohibited from viewing social networking websites at work unless it is part of their job duties. Repeated disregard for this policy and procedure could result in disciplinary action.

SOCIAL MEDIA SITE PURPOSE

Twitter – NAME OF ORGANIZATION Twitter Account provides a way to share news with the public about current events within the scope of the NAME OF ORGANIZATION work. It is primarily used to share and “re-tweet” important articles and encourage supporters. In addition, it is also used for networking purposes and to communicate with others at events via hashtags.

Facebook Closed Council Groups – Facebook private group pages provide a virtual point of contact and communication for members, staff and volunteers of each local council. Any member can add members, but an administrator must approve them. Information on these pages serves the purposes of the local group and focuses on the needs of its particular members. Pages are maintained and monitored by the respective council's Youth Advisor(s), NAME OF ORGANIZATION staff member. All events, links, videos, and documents are monitored by staff and removed, if found to be inappropriate.

Public Facebook Page – The Facebook public page serves as a marketing and communication tool, connecting the project with community members and supporters. The page provides general information about project happenings and news. Staff named as site administrators, provide content and monitor the page. Only administrators are allowed to post pictures and videos. Pictures of youth on any public media must adhere to state laws regarding images of youth who are under age 19 and state wards. Written consent for any public use of pictures of NAME OF ORGANIZATION members must be on file, regardless of their age. All Facebook users are allowed to post to NAME OF ORGANIZATION Timeline, however, posts and comments are monitored by staff and will be removed, if found to be inappropriate.

SAFETY AND BOUNDARIES

Inappropriate Content – NAME OF ORGANIZATION will not tolerate any obscene, harassing, offensive derogatory or potentially damaging content to be posted on any project related site. Such comments, links and images will be removed immediately. When appropriate, the reason for removal should be discussed with the commenter.

The NAME OF ORGANIZATION Council Code of Conduct Consequences are utilized when such instances involve a violation of the NAME OF ORGANIZATION Council Code of Conduct (ex: a member bullying another member). Sites are checked regularly to ensure no inappropriate content remains posted for any period of time.

All online critical incidents should be documented using a NAME OF ORGANIZATION Incident form in the same manner as directed by the Critical Incident Reporting Policy. Critical Incidents include threats of harm to self or others and evidence of exploitation, abuse or neglect of a minor or vulnerable adult.

Use of Personal Profile – Staff are encouraged to create a separate profile on social networking sites for work purposes during work hours. When approached via one's personal profile by any person for work-related reasons, the staff should redirect the person to their professional page. If choosing to use one's personal profile for work purposes, the staff should set clear boundaries about what information will be viewable by NAME OF ORGANIZATION related persons and during what hours the staff will respond to work-related inquiries. It is recommended that privacy settings should be set to limit members' access to the staff's private information, including pictures and contact information for the protection of the staff. Staff should be aware of the impact content posted on personal pages may have on NAME OF ORGANIZATION. Staff will refrain from posting any questionable content, especially if utilizing personal pages for professional purposes. As a best practice, it is recommended to include the following disclaimer in your bio or posts stating "statements made are my own and do not necessarily reflect those of NAME OF ORGANIZATION."

"FRIENDING" MEMBERS

Adding a council member as a friend is acceptable only when initiated by a member known to the staff and the staff is comfortable with agreeing to the request. If a staff wishes to engage a new member via social networking, he or she should invite them to join the council group page.

COMMUNICATION WITH MEMBERS

It is recommended that staff limit interactions with members to council page or NAME OF ORGANIZATION page. Private messages or posts to pages are appropriate only when communicating to an individual member about a specific issue, such as attendance of a council function or council related task.