idealware

Social Media Policy Templates

To accompany the Nonprofit Social Media Policy Workbook
Updated March 2012

Introduction

As you develop your own social media policy or guideline, it is often helpful to see how other organizations have addressed the same challenges and opportunities. That's not to say that you should simply copy and paste your way to a policy. Involving your organization in conversations and discussions about wording help you evolve your culture and understand the implications of your decisions and actions. But drawing inspiration or from examples of other organization's language can be very helpful.   In some cases, similar wording could even be just the right thing for your organization.

The following sections correspond to the sections of the Nonprofit Social Media Policy Workbook. Notice we have included multiple examples in each section to help you see the range of ways to approach each aspect of your policy. Also notice how in some places you see "don't" language (top down feel), and in others you see "let's do…" (encouraging and inclusive feel). This varies by the area of the policy, the culture of the organization, and the actions they

Navigate through this document by using the table of contents below.

1. What Does A Social Media Policy Mean To You?

Different organizations can have very different policies. In practice, "social media policy" could refer to a detailed set of procedures for using social media, a legal document written by lawyers, a high-level vision document, or pretty much anything in-between. What kind of social media policy do you want to create?

YMCA of METROPOLITAN DALLAS Social Networking Policy
http://www.campgradyspruce.org/images/upload/Social%20Media%20Policy.pdf

The YMCA 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 YMCA is committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media.

FRATERNAL ORDER OF EAGLES Social Media Guidelines
http://www.foe.com/pdf/eagle-space/social-media-guidelines.pdf

The Grand Aerie encourages local, regional, district, state aeries and auxiliaries, and clubs-within-a-club to use any tool available to increase membership, communicate with members and potential members, fundraise, and increase positive exposure. To that end, social media sites such as You Tube, MySpace, Twitter, and Facebook and others should be embraced and used with the guidelines set by the Grand Aerie. Social media sites allow you to connect to members and potential members in a very interactive way. The sites allow you to share video, post information, show pictures, promote your Aerie and F.O.E. charities, receive feedback, and best of all, network.

As with anything, we need to take some precautions when using social media tools connected with our organization. The same resources that make social media attractive are also the same elements that can injure the perception of the Fraternal Order of Eagles.

The following social media guidelines are for any internet based, unofficial Fraternal Order of Eagles site or otherwise related online unofficial internet based element to The Fraternal Order of Eagles. If you build a website not using the CMS tools, create a Facebook, My Space or other site/page and use any Fraternal Order of Eagles logo or related image or name your page/site as the resource of information for your aerie/auxiliary or other entity of the Fraternal Order of Eagles, you have created an unofficial internet based element and must comply with the following guidelines.

2. Your Organization's Social Media Values

Your social media policy should not live in a vacuum, but should be guided by the values and mission of your organization. Here's how a few articulate their values via their policies.

THE BOY SCOUTS OF AMERICA Social Media Guidelines

http://www.scouting.org/scoutsource/Marketing/Resources/SocialMedia.aspx

Be Scout-like. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your Scout executive or the designee for advice on how to disengage from the dialogue in a polite manner that reflects well on the BSA.

Build trust by being open and transparent. Share information and what the challenges and opportunities are for Scouting in your community.

THE COCA-COLA COMPANY Online Social Media Principles

http://www.viralblog.com/wp-content/uploads/2010/01/TCCC-Online-Social-Media-Principles-12-2009.pdf

The vision of the Company to achieve sustainable growth online and offline is guided by certain shared values that we live by as an organization and as individuals:
- *LEADERSHIP: The courage to shape a better future;*
- *COLLABORATION: Leveraging our collective genius;*
- *INTEGRITY: Being real;*
- *ACCOUNTABILITY: Recognizing that if it is to be, it's up to me;*
- *PASSION: Showing commitment in heart and mind;*
- *DIVERSITY: Being as inclusive as our brands; and*
- *QUALITY: Ensuring what we do, we do well.*

These Online Social Media Principles are intended to outline how these values should be demonstrated in the online social media space and to guide your participation in this area, both when you are participating personally, as well as when you are acting on behalf of the Company.

THE AMERICAN INSTITUTE OF ARCHITECTS Policy on Staff Use of Social Media

http://www.aia.org/about/AIAB083034

Matter of Trust

Being able to share your and the AIA's activities without prior management approval means the Institute trusts you to understand that by doing so you are accepting a higher level of risk for greater rewards ... Trust is an essential ingredient in the constructive culture we are striving to achieve at the AIA. We can't be there to guide every interaction, so we expect you to follow these guidelines and advice to help you better balance the risk vs. reward ratio.

NORDSTROM Social Networking Guidelines

http://shop.nordstrom.com/c/social-networking-guidelines

Be humble

Our number-one goal is to offer each customer great service, but we're certainly not perfect and we do make mistakes. Let's stay focused on working to deliver great service instead of bragging about it.

3. Social Media Roles: Who Does What?

Determining who's in charge of each of your social media activities is essential to assigning responsibility and accountability throughout your organization. When clear roles are defined, your organization can more easily execute strategy and understand who can—and who cannot—do what.

POWERHOUSE MUSEUM Internet/Intranet Usage Policy
http://www.powerhousemuseum.com/pdf/about/policies/Internet_Intranet_policy.pdf

The official Museum presence on Social Media
The Museum maintains several Facebook pages and groups, Twitter accounts, Flickr accounts and groups, as well as accounts on YouTube, Vimeo, BlipTV, Slideshare and other sites.

All official social media accounts are managed by the Web and Social Technologies team in the Digital, Social and Emerging Technologies Department. The Manager, Web and Social Technologies, is responsible for the security of passwords and upkeep of these accounts. The Manager, Web and Social Technologies, grants access to other members of staff to administer groups on the platforms and to post content.

Access is granted on a project-by-project basis and in discussion with Head, Digital, Social and Emerging Technologies and only following project approval by the Museum Executive. Access to the Museum's Flickr accounts also requires approval by Manager, Visual and Digitization Services. Staff 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 Manager, Web and Social Technologies at any time.

BREAD FOR THE WORLD Social Media Policy
http://www.socialmedia.biz/social-media-policies/bread-for-the-worlds-social-media-policy/

...and whenever possible, we will be supportive of social media sites initiated by Bread's grassroots.
If needed, we shall provide them with the help to bring their sites up to Bread's standards. These sites, however, shall carry a disclaimer that they were set up by Bread members and activists and are not official Bread sites. As the liaison to Bread's grassroots, the Organizing Department will provide support for these sites, including notification of changes in messaging.

JEWISH FAMILY SERVICE OF BERGEN AND NORTH HUDSON Social Media Policy
Establishing a JSF presence on a public social network (Twitter, Facebook, YouTune, LinkedIn, etc.) must be authorized beforehand by the Executive Director.

4. What Should You Say Online?

What should your staff be posting and sharing online? What topics should they never post about?

INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES Social Media Guidelines for IFRC Staff

http://sm4good.com/wp-content/uploads/2009/11/Red-Cross-Red-Crescent-SocialMedia-Guidelines.pdf

Think of CNN, your mother and your boss
Don't say anything online that you wouldn't be comfortable seeing quoted on CNN, being asked about by your mother or having to justify to your boss.

Add value
The IFRC believes that sharing of information and experiences benefits the whole humanitarian community and ultimately the beneficiaries we serve. Feel free to share and discuss your experiences in campaigns, field communication, building of transitional shelters etc. If IFRC staff is perceived to be knowledgeable and helpful this will reflect positively on you and on the organization. Obviously, use common sense where information is concerned that is internal and/or confidential. If in doubt - ask the owner of the information you want to share. Refrain from commenting on the work of colleagues in this or other organizations that are outside your field of expertise.

Spread the word and connect with your colleagues
Don't only talk about yourself but also about the successes of your colleagues. Connect with them through social networks and spread their success stories.

WALKER ART CENTER Blog Guidelines

http://newmedia.walkerart.org/nmiwiki/pmwiki.php/Main/WalkerBlogGuidelines

- *Use blogs to post material related to your department. Use Off Center to post about the art world in general.*
- *Use Walker blogs to track areas of research interest, web sites about a particular topic, or happenings in a particular field. Use the blogs as a tool to point to related material on the Walker's website as well as external sites.*
- *Use the blogs to engage audiences in a different way by providing a behind the scenes view of what makes our programming possible.*
- *Use Walker blogs to discuss Walker programming, post reviews, promote upcoming events, and receive comments.*

THE AVI CHAI FOUNDATION Social Media Policy

http://jewpoint0.org/2011/04/avi-chai-foundation-gets-social/

Write What You Know. You have a unique perspective on our organization based on your talents, skills and current responsibilities. Share your knowledge, your passions and your personality in your posts by writing about what you know. If you're interesting and authentic, you'll attract readers who understand your specialty and interests. Don't spread gossip, hearsay or assumptions.

JUNIOR URBAN ADVENTURE Technology Guidelines

http://juniorurbanadventure.blogspot.com/2006/10/jua-technology-guidelines.html

Have something to say.

> *Having ideas and wondering things is perhaps the most powerful thing you can learn to do. Talking about your ideas in a public forum forces your ideas to grow, evolve and get better. Your ideas matter.*

> *Stand on the shoulders of giants.*
> *You have access to literally millions of other ideas. Read them, use them, be informed by them. Most critically - give people credit when you are influenced by them! Not only is stealing other people's ideas, words and images a form of academic dishonesty it's also simply wrong. Provide a link to the original content and use the author's name whenever possible.*

> *Share your opinion.*
> *Remember, what you have to say matters. Read the work of others and let them know what you think! When sharing your ideas, commenting on others and posting content, keep it clean. Use normal language that you would be fine in a public forum like school meeting. The same thing goes for images, audio and images. Disagreements are central to growing your ideas, but don't attack anyone personally.*

Be safe.

> *There are creeps online just like in the real world. Don't publicly post anything you wouldn't tell a stranger on the street. Opinions and ideas belong in a public forum, your last name, passwords or phone number do not! In particular do not post the location of our lodging while we are in Boston. Use only your first name and last initial while blogging.*

5. Monitoring Policy

Hopefully, people are talking about your organization and the issues you care about. How much of the chatter you pay attention to is an important strategy decision.

COUNTY OF ORANGE County Social Media Use Policy and Procedure

http://cams.ocgov.com/Web_Publisher/Agenda05_18_2010_files/images/O00610-000108A.PDF

Agency/Department 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 County at risk... Agency/Department social media site administrators shall review site activity and content daily for exploitation or misuse.

THE BOY SCOUTS OF AMERICA Social Media Guidelines

http://www.scouting.org/scoutsource/Marketing/Resources/SocialMedia.aspx

Social media must be monitored. A qualified staff member or volunteer should have the responsibility of monitoring social media channels daily, and backup administrators/monitors should be designated so there is no gap in the monitoring.

THE COCA-COLA COMPANY Online Social Media Principles

http://www.viralblog.com/wp-content/uploads/2010/01/TCCC-Online-Social-Media-Principles-12-2009.pdf

Be a "scout" for compliments and criticism. Even if you are not an official online spokesperson for the Company, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the Company or its brands online that you believe are important, consider sharing them by forwarding them to online.relations@na.ko.com

LAKE FOREST UNIVERSITY Social Media Guidelines

http://www.lakeforest.edu/offices/communications/socialmedia/students.php

Consistently monitor your sites. *The key to social media success is to stay on top of your sites. Any social media site will require daily monitoring. Encourage discussion by posting quality content 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 College or anyone in the College community. An example of unconstructive criticism might be: "The food at the Caf stinks." A constructive*

criticism, on the other hand, might look like this: "The bagels in the caf are rock hard and need to be replaced."

Social media can be used in as many productive ways as it can be misused. As a general guideline, if you have any question as to whether something should be removed, please contact the Communications Office. Please notify the Communications and Marketing Office when you do remove seriously inappropriate content.

TUFTS UNIVERSITY Social Media Best Practices and Guidelines
http://webcomm.tufts.edu/?pid=25

Presence and Maintenance *Be present and responsive, and you will gain credibility and value. If you have a social media outpost and someone finds you, they may engage with you and expect a response. It could be a prospective student asking about an application deadline or a parent asking for the schedule of an event. Establishing and then deserting a social media outpost could reflect poorly on the university.*

- *Tip: Software applications such as Tweetdeck and Seesmic can help you organize your use and monitoring of Twitter. You can set up Google Blog Alerts by keyword. Also, services like Social Mention allow you to monitor multiple social media services at once.*

Be sure to monitor replies and comments. Check at least once a day and respond promptly.

6. Responding to Negative Comments

It's hard to figure out when and how you should respond to a post about you, or on your own social media sites. Always? Never? What should you say?

THE BOY SCOUTS OF AMERICA Social Media Guidelines

http://www.scouting.org/scoutsource/Marketing/Resources/SocialMedia.aspx

- *Social media takes a thick skin. Negative conversations are happening already, but now you have a voice in the conversation. Don't delete negative comments unless they violate the terms laid out in the BSA Social Media Digital Contract.*
- *Be prepared to respond to negative or inaccurate posts if response is warranted. Some negative comments do not require a response, while others should be taken seriously and addressed. Factors such as the number of followers and the severity of the conversations should temper if and how you respond.*
- *Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Scout executive or a designee for an official response.*
- *Be Scout-like. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your Scout executive or the designee for advice on how to disengage from the dialogue in a polite manner that reflects well on the BSA.*
- *Build trust by being open and transparent. Share information and what the challenges and opportunities are for Scouting in your community.*

SEATTLE UNIVERSITY Social Media Policy

http://www.seattleu.edu/marcom/Inner.aspx?id=53083

A healthy dialog with constructive criticism can be useful but refrain from engaging in dialogue that could disparage colleagues, competitors, or critics.

CISCO Social Media Guidelines

http://www.slideshare.net/CiscoSystems/cisco-social-media-guidelines-june-2010

If a reader leaves a negative comment, it is recommend that you do not delete the comment for transparency reasons. If the comment contains disrespectful or derogatory language you may consider NOT posting it. We do encourage that you publish most comments because it encourages people with different viewpoints and opinions to join the conversation, to debtate, and to discuss their side of a specific argument.

Receiving a negative comment about a Cisco product or service ultimately provides an opportunity to respond to the negative comment and reframe it in a positive light. Remember: more often than not, the negative commenters are trying to provoke a response. Check with your manager or a PR representative if you are unsure how to respond.

TUFTS UNIVERSITY Social Media Best Practices and Guidelines

http://webcomm.tufts.edu/?pid=25

If users post criticisms of your interest or organization, do not outright delete or suppress such postings if they are valid points to consider. Let the comments stand. Correct misinformation, but don't engage in heated arguments. Often, the community will correct itself and step in to correct inaccuracies or defend the institution. If this happens and is sufficient to resolve the issue, there may be no need for an additional official response.

Feel free to delete irrelevant or vulgar posts.

If you feel a post is threatening in nature or otherwise meriting greater concern, contact Web Communications for advice.

7. Responding to Positive and Neutral Comments

So you're paying close attention to other people's posts on your own social media sites, and listening to what other people are saying about you. If someone says something, when do you respond?

THE BOY SCOUTS OF AMERICA Social Media Guidelines

http://www.scouting.org/scoutsource/Marketing/Resources/SocialMedia.aspx

- *Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Scout executive or a designee for an official response.*
- *Build trust by being open and transparent. Share information and what the challenges and opportunities are for Scouting in your community.*

SOCIAL CAPITAL MANAGEMENT: Social Media Guidelines for Your Business and Nonprofit

http://socialcapitalmanagement.org/social-media-guidelines-for-your-business-and-non-profit-organization/

Keep a friendly and professional tone when posting updates and having conversations with supporters or customers. Avoid communicating in "corporate" tone.

When posting or replying to a message, take the time to review the content to ensure it cannot be interpreted in any negative light. And you should reply to comments in a timely manner if a response is needed.

TUFTS UNIVERSITY Social Media Best Practices and Guidelines

http://webcomm.tufts.edu/?pid=25

Presence and Maintenance

- *Be present and responsive, and you will gain credibility and value. If you have a social media outpost and someone finds you, they may engage with you and expect a response. It could be a prospective student asking about an application deadline or a parent asking for the schedule of an event. Establishing and then deserting a social media outpost could reflect poorly on the university.*
  - o *Tip: Software applications such as Tweetdeck and Seesmic can help you organize your use and monitoring of Twitter. You can set up Google Blog Alerts by keyword. Also, services like Social Mention allow you to monitor multiple social media services at once.*

- *Be sure to monitor replies and comments. Check at least once a day and respond promptly.*

JUNIOR URBAN ADVENTURE Technology Guidelines

http://juniorurbanadventure.blogspot.com/2006/10/jua-technology-guidelines.html

Share your opinion.
Remember, what you have to say matters. Read the work of others and let them know what you think! When sharing your ideas, commenting on others and posting content, keep it clean. Use normal language that you would be fine in a public forum like school meeting. The same thing goes for images, audio and images. Disagreements are central to growing your ideas, but don't attack anyone personally.

8. Privacy and Permissions

Social media venues are a great way to share information, but it's important to make sure that the information is yours to share. This is especially important for organizations that work in sensitive areas, such as medical or healthcare environments, in which something as simple as a person's name or photo might carry an implication or association with your organization. What should your policies be in this area?

YMCA of METROPOLITAN DALLAS Social Networking Policy
http://www.campgradyspruce.org/images/upload/Social%20Media%20Policy.pdf

Employees should respect the privacy rights of their co-workers and must not disclose information about work-related events involving other employees of the YMCA, its clients, vendors and business partners without obtaining their permission. Employees must not post photographs or images of any co-workers, YMCA clients, vendors, or business partners on any social media site without having their express permission to do so.

MAYO CLINIC Participation Guidelines For Mayo Clinic Employees
http://sharing.mayoclinic.org/guidelines/for-mayo-clinic-employees/

Mayo Clinic strongly discourages "friending" of patients on social media websites. Staff in patient care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.

Mayo Clinic discourages staff in management/supervisory roles from initiating "friend" requests with employees they manage. Managers/supervisors may accept friend requests if initiated by the employee, and if the manager/supervisor does not believe it will negatively impact the work relationship.

INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES Social Media Guidelines for IFRC Staff
http://sm4good.com/wp-content/uploads/2009/11/Red-Cross-Red-Crescent-SocialMedia-Guidelines.pdf

Protect your own privacy
A lot of web sites allow you some form of control over who can see your material. Use these features. Example: On Facebook you can control your privacy settings under "Settings -> Privacy Settings -> Profile". We recommend that you set all of these settings except for "Profile" and "Basic info" to "Only friends."

DEPAUL UNIVERSITY Social Media Guidelines
http://brandresources.depaul.edu/vendor_guidelines/g_post.aspx

Be thoughtful. If you have any questions about whether it is appropriate to write about certain kinds of material in your role as a DePaul employee, ask your supervisor before you post. Remember that policies such as FERPA apply to social media.

TUFTS UNIVERSITY Social Media Best Practices and Guidelines
http://webcomm.tufts.edu/?pid=25

Confidentiality and Security

- *Do not post confidential or proprietary information about Tufts, its students, its alumni or your fellow employees. Use ethical judgment and follow university policies and federal requirements, such as FERPA.*
- *Do not collect sensitive information—such as phone numbers, student ID numbers, Social Security numbers, payment information, etc.—via social media, as those are not secure channels.*
- *If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified.*
- *As a guideline, don't post anything that you would not present at a conference.*

CHILDREN'S HOSPITAL OF LOS ANGELES Share Your Story Use and Access
http://www.chla.org/site/?c=ipINKTOAJsG&b=5245675

What We May Do With the Information You Share With Us: By providing your story to us on this site, you authorize us to use your story in both online and offline formats, including but not limited to:

- *Any websites owned or managed by our hospital*
- *Social networking or social media platforms*
- *Presentations to supporters*
- *Brochures, direct mail, publications, etc.*
- *Video footage featuring our care for children*

9. Thinking through Copyright and Attribution

There are two sides to copyright and attribution issues. First, what are your policies for allowing other people to use your content? On the flip side, how will you use other people's content respectfully?

JUNIOR URBAN ADVENTURE Technology Guidelines

http://juniorurbanadventure.blogspot.com/2006/10/jua-technology-guidelines.html

> *Stand on the shoulders of giants.*
> *You have access to literally millions of other ideas. Read them, use them, be informed by them. Most critically - give people credit when you are influenced by them! Not only is stealing other people's ideas, words and images a form of academic dishonesty it's also simply wrong. Provide a link to the original content and use the author's name whenever possible.*

BREAD FOR THE WORLD Social Media Policy

http://www.socialmedia.biz/social-media-policies/bread-for-the-worlds-social-media-policy/

…we 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.

BALL STATE UNIVERISTY Social Media Policy

http://cms.bsu.edu/About/AdministrativeOffices/UMC/WhatWeDo/Web/~/media/DepartmentalCont
ent/UMC/pdfs/BallState_SocialMediaPolicy.ashx

Photography:
Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing. Remember that the policies of Ball State University Photographic Services related to purchasing and using their images apply online as well as in print. Contact Photographic Services at 765-285-1571 with questions.

NPR Ethics Handbook

http://ethics.npr.org/?s=social+media

When posting or gathering material online, consider terms of service. It's important to keep in mind that the terms of service of a social media site apply to what we post there and to the information we gather from it. Also: The terms might allow for our material to be used in a different way than intended. Additionally, law enforcement officials may be able to obtain our

reporting on these sites by subpoena without our consent — or perhaps even our knowledge. Social media is a vital reporting resource for us, but we must be vigilant about keeping work that may be sensitive in our own hands.

DEPAUL UNIVERSITY Social Media Guidelines

http://brandresources.depaul.edu/vendor_guidelines/g_post.aspx

Respect trademarks and copyright. *This is usually part of the terms of service for the social media site you are using as well as part of DePaul's Acceptable Use Policy. You can use the university's logo on an official university social media site; contact University Marketing Communications to get a logo optimized for the site you are using. Photographs also are copyrighted, including those commissioned by the university (see the policy on Use of EM&M Marketing Photographs). You should only post photos you have taken yourself or have permission from the photographer to use.*

10. Personal vs. Professional

Social media forces us to address difficult questions about the different ways our personal lives and professional work can intersect. Navigating between them can be difficult, especially on tools like Facebook that require the user to have a personal account to use an organization's page. It's important to lay out the ground rules ahead of time to ensure that all your staff—who may have very different idea about what's appropriate—are clear about the expectations.

INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES Social media guidelines for IFRC staff
http://sm4good.com/wp-content/uploads/2009/11/Red-Cross-Red-Crescent-SocialMedia-Guidelines.pdf

While communication through social media networks is primarily a personal matter, this is not the same as it being private. In a lot of cases, written conversations inside these networks can be found through search engines such as Google. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it visible to a wider audience. As a result, personal conversation within social media networks should be considered public rather than private.

... Use a disclaimer
If you have a blog and talk about work-related issues, add a disclaimer to each page making clear that the views you express are yours alone. Be aware that this disclaimer doesn't free you from the obligations you have under the Codes of Conduct or the Fundamental principles.
Example: "The postings on this site are my own and don't necessarily represent positions, strategies or opinions of my employer." If you have an "about me" page, we advise against using photos where you stand in front of one of the emblems since this might give the web site or blog an official appearance.

NATIONAL PUBLIC RADIO Ethics Handbook: Social Media
http://ethics.npr.org/tag/social-media/

> **Our standards of impartiality also apply to social media.**

Refrain from advocating for political or other polarizing issues online. This extends to joining online groups or using social media in any form (including your Facebook page or a personal blog). Don't express personal views on a political or other controversial issue that you could not write for the air or post on NPR.org. These guidelines apply whether you are posting under your own

name or — if the online site allows pseudonyms — your identity would not be readily apparent. In reality, anything you post online reflects both on you and on NPR.

Your simple participation in some online groups could be seen to indicate that you endorse their views. Consider whether you can accomplish your purposes by just observing a group's activity, rather than becoming a member. If you do join, be clear that you've done so to seek information or story ideas. And if you "friend" or join a group representing one side of an issue, do so for groups representing other viewpoints.

AMERICAN SPEECH LANGUAGE HEARING ASSOCIATION Social Media Guidelines
http://beth.typepad.com/files/asha-social-media-guidelines.pdf

When staff communicates through social media, unless authorized to speak on behalf of ASHA, they are representing themselves … Use a disclaimer. If you write anything related to your work at ASHA on a blog or some other online space, make it clear that what you say there is representative of your views and opinions and you are not presenting yourself as a spokesperson for ASHA. Use a disclaimer such as: " "I am an employee at the American Speech-Language-Hearing Association; however this is my personal opinion." or something to that effect. Of course, this would only apply to writings that mention ASHA business-related topics.

FELLOWSHIP CHURCH Blogging Policy
http://www.leaveitbehind.com/home/2005/04/fellowship_chur.html
Respect Our Beliefs. *When working for a church, it is important to remember that employment decisions will be made based upon our Christian beliefs. If your personal website displays inappropriate images or reflects personal opinions or life-style choices that are contrary to Fellowship Church's religious beliefs, you may be subject to discipline, up to and including immediate termination of employment. For this reason, we encourage you to first seek guidance from your supervisor or Human Resources if you have any questions.*

Notify Your Supervisor. *If you currently have a personal website or weblog, or are considering starting one, be sure to discuss this with your supervisor. Also, if you have any questions, feel free to share them with HR or the Web Department.*

Include a Disclaimer. *On your site, please make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the views of Fellowship Church. To help reduce the potential for confusion, we recommend you prominently display the following notice, or something similar, on the homepage of your site:*

I work at Fellowship Church. Everything here, however, is my personal opinion and is not read or approved before it is posted. Opinions, conclusions and other information expressed here do not necessarily reflect the views of Fellowship Church

YMCA of METROPOLITAN DALLAS Social Networking Policy
http://www.campgradyspruce.org/images/upload/Social%20Media%20Policy.pdf

Employees should not use social media sites to monitor existing employees or screen or evaluate potential candidates for employment. Social media sites may reveal protected characteristics regarding potential candidates that may not be used in making employment decisions. Employees should not engage in any deceptive practices to obtain private information or use any obtained information in a discriminating manner.

Employees should not engage in any online conduct which: creates a conflict of interest between them and the YMCA, creates a conflict with one of the YMCA's program participants, or otherwise harms the business interests of the YMCA.

Employees may not give out their personal email addresses or links to their personal social networking profiles, blogs or websites to program participants. Employees may not initiate contact with program participants through any means of Internet communications outside of official, sanctioned YMCA communications.

If an adult program participant finds a staff member's personal social networking profile and requests to be linked as a friend, the employee may accept or deny the request at the employee's discretion.

If a minor program participant (any program participant under the age of 18) finds a staff member's personal social networking profile and requests to be linked as a friend, the employee must respectfully deny the request and block them from further contact. Employees must contact their supervisor if a minor program participant attempts to contact them through the Internet.

WEST SUBURBAN YMCA Social Networking Policy
http://www.westsuburbanymca.org/uploads/uploads/Files/Social%20Networking%20Policy.pdf

The YMCA does not intend to interfere with any employee's private life, but publicly observable communications, actions or words are not private. All YMCA staff must use good judgment and discretion. If you want your use of technology to be private, do not allow it to be seen in the electronic public forum. If you or your words are public, make sure they are not contradicting with your role at the YMCA and they are reflective of the mission and values of our association.