



**COMMUNITY
FOUNDATION**
of Northern Nevada

COMMUNITY FOUNDATION OF NORTHERN NEVADA SOCIAL MEDIA POLICY

I. Purpose

This policy governs the publication of and commentary on social media by employees, Board members, and volunteers of the Community Foundation of Northern Nevada (Community Foundation) as well as comments from the public on social media and nevadafund.org. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

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

Before engaging in work-related social media, employees must obtain the permission of the President and CEO and Communications Director.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that Community Foundation employees must otherwise follow.

II. Setting up Social Media

Assistance in setting up social media accounts and their settings can be obtained from the Community Foundation's Communications Director.

Social media identities, logon ID's and user names may not use Community Foundation's name without prior approval from the President and CEO.

III. Confidentiality and Intellectual Property

It's perfectly acceptable to talk about your work and have a dialog with the community, but it is unacceptable to publish confidential information. Confidential information includes, but is not limited to, unpublished details about our software, details of current projects, financial information, research, and fundholder/donor information. We must respect the wishes of our fund holders regarding the confidentiality of current projects.

Protect your own privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Community Foundation website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

IV. Be Honest

Do not blog anonymously, using pseudonyms or false screen names. The Community Foundation is committed to transparency and honesty. Use your real name, be clear who you are, and identify that you work for Community Foundation. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be prudent about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

V. Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including Community Foundation's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

VI. Respect your audience, the Community Foundation, and your coworkers

The public in general, and Community Foundation's employees and Fundholders/clients specifically, represent a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the Community Foundation website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of the Community Foundation.

VII. Protect Community Foundation Fundholder/clients, volunteers and suppliers

Fundholder/clients, volunteers or suppliers should not be cited or obviously referenced without their approval. Never identify a fundholder/client, volunteer or supplier by name without permission and never discuss confidential details of a client engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a Fundholder/client (e.g., Client 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the client or make it easy for someone to identify the client. Your blog is not the place to "conduct business" with a fundholder/client.

VIII. Controversial Issues

If you see misrepresentations made about the Community Foundation in the media, you may point that out and notify the Community Foundation's Communications Director immediately. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

IX. Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of an improper post (such as their copyrighted material or a defamatory comment about them), remove it immediately and notify the Community Foundation's Communications Director immediately.

X. Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged. However, it may not be legally binding.

XI. Don't forget your day job.

Make sure that blogging does not interfere with your job or commitments to fundholders/clients.

XII. Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause. If you have questions about the terms of this policy, direct them to the Community Foundation's Communications Director.