

Social Media Policies: Facebook, LinkedIn, Listserv

The XYZ Organization Facebook Page and LinkedIn Group's primary purpose is serve the XYZ Organizational mission and communicate resources with the stakeholders. The XYZ Organization Facebook Page and LinkedIn is open to all community stakeholders (staff, volunteer, board members, funders) regardless of age and membership in XYZ Organization. Listserv members are encouraged to post ideas, resources, questions, news, events, jobs, or the like that will facilitate communication across the nonprofit sector. Individuals must be fans of the XYZ Organization's Facebook Page and LinkedIn Group members in order to post nonprofit information.

XYZ Organization serves the entire non-profit sector and strives to be an inclusive organization. We respect the missions of our stakeholders and their organizations and as a 501 (c)(3) entity we are non-partisan. XYZ Organization reserves the right to remove anyone in our sole opinion, who abuses the privileges of participation and/or violates list etiquette as described below.

Purpose:

The XYZ Organization Facebook Page and LinkedIn Group are designed for community stakeholders connected to our mission to share sector happenings, news and current events. These might include, but are not limited to:

- ◆ Mission-related news articles, surveys, studies, etc.
- ◆ Mission-related fundraising events, trainings, etc.
- ◆ Calls for volunteers
- ◆ Mission-related trainings and professional development opportunities
- ◆ Non-partisan events; i.e. pro/con informative events
- ◆ White papers, policy briefs, etc.

User Guidelines:

We ask you to be conscious of the following when posting or replying to posts on the XYZ Organization Facebook Page and LinkedIn Group to ensure that your post provides value and benefit to other XYZ Organization members. In general, posts in regard to nonprofit ideas, resources, questions, news, events, jobs are welcome, while spam, calls to action (to donate or to sign a petition, for instance), and insults are prohibited. More specifically:

- ◆ DO NOT SPAM the Page or Group by sending emails that do not pertain to professional development within the non-profit sector. This includes advertisements, for-profit entity postings, sales pitches or completely off-topic materials, i.e. roommate needed, for sale, etc.
- ◆ DO NOT POST PARTISIAN INFORMATION OR SOLICIT POLITICAL ACTIONS. Please refrain from political (for or against) endorsements or

political endorsement events; i.e. political fund-raisers, partisan postings, partisan events, campaign solicitations, calls for political volunteers, issues postings, requests for donations, petition signing, etc. We all support worthwhile causes; we are non-partisan.

- ◆ DO NOT "FLAME" FANS OR GROUP MEMBERS by posting information that is confrontational, hostile, or discriminate based on gender, sexual orientation, race, ethnicity, religion, etc. Please be respectful of other members and be cautious about your tone. Do not berate or insult posters or their postings and their content.
- ◆ DO NOT ADD XYZ ORGANIZATION LISTS TO ANY OTHER DISTRIBUTION LISTS. This includes sending an XYZ Organization list name/email to a third party without the person's consent (e.g. if you manage a list that advertises nonprofit consultants, you would be spamming the other members of the list by adding them by default to your list).
- ◆ DO REFRAIN FROM USING 'REPLY-ALL'. If members post a question, please reply directly to the poster.

Consequences:

Violations of purpose or etiquette will result in the following actions:

- ◆ 1st offense – Follow-up email concerning violation to poster, first warning.
- ◆ 2nd offense – Follow-up email concerning violation to the poster and his/her organization, second warning.
- ◆ 3rd offense – removal from listserv, Facebook Page and/or LinkedIn Group.

XYZ Organization's Listserv commitment to its members:

- ◆ Every quarter XYZ Organization will remind subscribers of the social media policy. This will insure new members receive copies and others are reminded of the Group and Page's purpose.

The XYZ Organization board and staff will monitor all postings and responds as needed.