



Family of Women Social Media Policy

I. BACKGROUND:

There are many Family of Women members contributing to online spaces such as blogs, social networking sites, wikis, forums and photo and video sharing sites. The guidelines in this Social Media Policy are intended to assist members to talk about their involvement with the Family of Women in an open and transparent way. The Family of Women prides itself on living its Mission Statement in the world and wants its members to tell our story responsibly.

All manner of new communication and social networking tools are available to anyone who wants to share insights, express opinions and communicate in a globally distributed conversation. While the Family of Women recognizes the value of posting personal online content (Web sites, Weblogs, blogs, podcasts, photos, chat rooms, forums and wikis), it is important that members who choose to tell their Family of Women story online understand what is recommended, expected and required.

This policy addresses two distinct uses of social media:

- A.** Discussion of Family of Women in personal websites or social media profiles, including but not limited to: relating one's own experience, describing benefits of membership, making invitations to Family of Women open events, directing visitors to Family of Women online assets.

- B.** Creation of new online profiles, pages and websites by members of the Family of Women for a specific Family of Women-related purpose (e.g. registration site for a local event, chapter Facebook page, community service wiki, and the like)

The guidelines presented here are intended to give direction rather than to define specific boundaries for every possible scenario. The Family of Women standards of “Have a respectful and constructive attitude” and “Represent the Family of Women in everything you do” are the cornerstones of this policy and serve as the foundation for interpreting it.

The Family of Women thanks the American Red Cross for disclosing its policy publicly so we could learn from it. The American Red Cross built its policy on the work of WOMMA, Dell, Sun Microsystems, IBM, Hill and Knowlton, and Fellowship Church.

II. DEFINITIONS

Member: A member is a woman who completes and submits a Membership Form online and pays the applicable dues (and program fees if also participating in a program). A woman who joins as a member is eligible for all the benefits of membership including voting in all elections and being eligible to lead in the organization (provided she fulfills all prerequisites for the leadership position).

Platform: A service or technology providing tools for social media to a body of users (i.e. Facebook, Twitter, blog, wiki).

Profile: One individual user's personal account, or one group's personal page within a social media platform.

Social Media: Public media, written and visual, which is intended primarily for sharing and redistribution through the Internet.

Transparent: Giving appropriate disclosure of one's role, responsibilities, level of authority or access, and other factors affecting one's involvement in or knowledge of any subject under discussion which may be subject to misinterpretation.

III. POLICIES

A. Personal Websites: If you choose to identify yourself as a Family of Women member or discuss matters related to the Family of Women on a personal Website or blog, many readers will assume you are speaking on behalf of the Family of Women. In light of this possibility, your communications should be transparent, ethical and accurate. The Family of Women expects employees, Members, and volunteers to respect the fundamental principles and core values of the organization. Please abide by the Family of Women Standards and these online guidelines.

B. Be Transparent: If you discuss the Family of Women, then you have a duty to be transparent; this includes disclosing your role within the organization and your authority, if any, to speak for or represent the organization online.

If you are creating an online space for a specific chapter, use the entire Chapter name. Social networks function well as smaller communities. Representing your community will increase activity from supporters in your community.

The international Family of Women online presence will be overseen by the Media and Marketing Team. Please contact the Media and Marketing Team if you have suggestions for new national online presence. For both local and national media, we ask that you extend the courtesy of keeping all women informed who may be affected by your media even if they are not directly involved in its creation. The standard for communication is when in doubt, share the information.

Organizational planning is not confidential, so rather than “need to know” we operate from “may benefit by knowing”.

C. Be Accurate: Even though your online posts (i.e. blogs, Facebook, etc.) may be primarily made up of personal opinion, do your research well and check that your facts are accurate.

Make sure you have permission to post any copyrighted or confidential information (e.g., images) to your Social Media, and be careful about posting or linking to items that may contain viruses.

For example, if you want to publish a photo of others who attended a public meeting, it is recommended that you request their permission. An easy way to ask is to advise women at the event that the photos may be posted (i.e. on a Facebook page) and ask if anyone wishes to be excluded. As a reminder, “tags” in a Facebook page can be “untagged”.

D. Be Considerate: Remember that anyone may be actively reading what you publish online. In choosing your words and your content, it’s a good practice to imagine that your family and other Members are reading everything you post. It’s all about judgment: using your Social Media to bash or embarrass the Family of Women, its Members, employees or volunteers is not smart and does not uphold the Family of Women Standards.

If you have suggestions for improvements, please state them constructively or better yet, go through the chain of leadership to air your concerns and share your suggestions.

If you witness illegal, unsafe or unethical conduct by a Family of Women Member, we would prefer that you **not** discuss this in your Social Media. Instead, contact the Board of Directors to report issues such as:

1. theft, fraud or any other dishonest conduct;
2. discrimination or harassment;
3. waste or abuse of resources;
4. conflicts of interest;

5. mismanagement or any actions that violate the Family of Women Standards. Reporting issues like those above in Social Media may do more harm than good; worse yet, problems may not get to the attention of the people who can correct them. For example, proper channels may include the Event Manager or the Chapter Leader. In simple terms it means the leaders are responsible for the context/content of what is being reported. The standard is “go to the source” and attempt resolution rather than making a public statement that could damage the reputation of the Family of Women.

E. Don't Reveal Confidential Information: If you do comment about the Family of Women, talk about your good work and make meaningful connections with your readers, and accomplish this while respecting privacy and confidentiality.

When making decisions about your online content, consider the Family of Women Mission Statement. Program content, membership information (such as name, telephone number(s), address or email) and everything that you see, hear, say and do in program or in an event is confidential.

You may at any time speak of your own experiences, what you have learned and the impact the Family of Women and its programs and materials have had in your life.

You may not disclose content of closed programs and workshops, other women's words, stories, images or experiences, details of who participated in Family of Women private events, nor any other information told to you in confidence by Members of the Family of Women or guests.

F. Respect Copyright Laws: Show proper respect for the laws governing copyright and fair use of copyrighted material owned by others. Whenever possible, cite sources for material that you are referencing or paraphrasing in your posts.

G. Facebook or other Social Media: Chapter Leadership is authorized to create Facebook groups or pages to serve their Chapter's Members and the public.

Prior to creation of a Facebook group or page, and in the spirit of collaboration, it is recommended that each Chapter's Leadership team discuss and agree on the purpose of the Facebook page, general guidelines, and ongoing maintenance, and notify the Media and Marketing Team of the creation of the page.

Pages should be set up in a way that allows for the whole group of women represented by the page to contribute to its content. Social Media is most effective when frequently updated with varied content and this is accomplished more easily with more women contributing.

Social Media pages representing a group **must** be created separately from any one woman's personal accounts. Doing this allows for changes in leadership and participation and makes it easy to transfer the account to her successor on completion of her tenure in leadership. Facebook or other social media pages or groups **must** have at least two administrators who are current Members.

Event Attendance: Members or guests may "check in" as attending a Family of Women event, including comments about motivation for attending or what is being learned or received through participation. Members or guests may not identify the event location if it is being held in a private home. Members may not tag others who are present, though Members may invite others to check in if they so choose.

H. Consequence for Violation of Policy: Egregious and/or multiple violations of this Social Media Policy by a Member may be referred to the Board of Directors for further action.

I. Questions / Further Guidance: The Media and Marketing Team are available to respond to questions and provide further guidance as required.

Approved by the Family of Women Board of Directors

April 20, 2020