

**UPTOWN
STUDIOS**
DESIGNS FOR SOCIAL CHANGE



Social Media Policy



Now's the Time to Get Social!

More people than ever are using social media technologies to create, connect and collaborate online. The term social media is associated with web applications that facilitate interactive information sharing, networking and dialogue through the virtual world.

Many organizations, from local businesses and nonprofits to state and federal agencies, have used social media communication with great success, but as with most technologies, there is a measure of risk to address and mitigate.

The purpose of this policy is to:

- Encourage the responsible use of social media by employees
- Help make our organization more accountable and transparent
- Establish a set of guidelines to allow for the safe use of social media
- Ensure the organization stays compliant with the overall communications policy
- Provide quick access to situations that may require "risk management"

The use of various social media channels will be allowed in an appropriate manner, maintaining the integrity of the organization and promoting our mission:

Mission Statement:

Your Social Media Policy

This policy governs the publication of and commentary on social media by employees of our organization and its related entities.

- For the purposes of this policy, social media means any facility for online publication and commentary, including, but without limitation to, social networking sites such as Facebook, LinkedIn, Twitter, and YouTube. This policy is in addition to and complements any existing or future communication policies regarding the use of technology, computers, e-mail and the internet.
- Employees are free to publish or comment via social media in accordance with this policy. Employees are subject to this policy to the extent they identify themselves as an organization employee. All uses of social media must follow the same ethical standards that employees must otherwise follow.
- All postings to social media channels are subject to approval, monitoring, editing and modification by organization leadership.
- Disclosure of confidential or proprietary information is prohibited.
- Individuals that use social media are responsible for complying with applicable federal, state and county laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act, First Amendment, privacy laws, information security policies and communication.
- Employees representing the organization via social media outlets must conduct themselves at all times as representatives of the organization and adhere to the employee standards.
- Violation of these standards may result in termination.

Roles and Responsibilities

Internal administrators:

- Responsible for providing the official organization response to any inquiries, comments and/or mentions in a timely manner
- Work directly with outside vendors managing social media accounts to approve material as needed
- Be Responsive. If someone responds to something you've said, be responsive and follow-up quickly (e.g., 24 hours). If you say something in error, do not take down the post, simply go back and update it with the correct information.
- To maintain the vision, mission and messaging of the organization

Contracted Social Media Management Vendors:

- Establish point of contact at the organization
- Responsible for obtaining advanced approval as needed on all posts, comments and shares
- Represent the organization, maintain the vision, mission and messaging
- Immediately report any issues, misuse, misconduct and/or abuse that may occur on any of the organization's social media pages to the designated point of contact

Employees - Personal Pages:

- Employees may not comment on social media web sites or other online forums on behalf of , unless specifically authorized by the agency head or the agency's Public Information Office.
- Your personal social media name, handle and URL cannot include name or logo, unless specifically authorized by the agency head or the agency's Public Information Office.
- Where your connection to is apparent, make it clear that you are speaking for yourself and not on behalf of . In those circumstances, you should include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of my employer." Consider adding this language in an "About me" section of your blog or social media profile.
- Users shall not post or release proprietary, confidential, sensitive, personally identifiable information (PII), or other state government Intellectual property on social media web sites.
- If you identify your affiliation to , your social media activities should be consistent with the rules of professional conduct.
- Be professional, use good judgment and be accurate and honest in your communications. Be respectful and professional to fellow employees, business partners and other organizations.
- Clients and our business are confidential. Don't post about clients or potential clients without explicit permission from your client and manager. Our client relationships matter more than anything and we must protect their business.
- Build a following. Promote yourself by finding and sharing information that will be interesting to your friends and followers and useful for them to share. We also encourage you to connect with other employees and affiliates online.
- Practice full disclosure: Never talk about a product or organization in social media in exchange for cash. If you receive a product or service to review for free, you must disclose it in your post or review.
- Always give proper credit. It's OK to quote or retweet others, but never attempt to pass off someone else's language, photography, or other information as your own. All copyright, privacy, and other laws that apply offline apply online as well. Be sure to credit your sources when posting a link or information gathered from another source.
- Ensure that your social media activity does not interfere with your work commitments.



Uptown Studios has been a creative source in Sacramento since 1992 - a Sacramento-based visual communications firm specializing in website design, graphic design, video production and social media management and training. We do not outsource our work - it is done by our team in Sacramento, California.

Visit our website to find out more about us.

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