

## **SOCIAL MEDIA POLICY**

10. A. Why a Social Media Policy? - Today, the use of social networking sites, blogs, forums and other Social Media platforms profoundly impacts the way we communicate with each other. More importantly, it has moved beyond personal use and into the business world by affecting the way we as an Association disseminate information to our employees, members, potential members, business partners, media outlets and more effectively managing the online reputation and association identity of NAWIC (“Association”) is critical for our success going forward. Active online participation by our members in joining in and helping shape industry conversation through Social Media will be the key to our progress in an ever expanding online world. This document has been developed to protect the Association and its members and staff as it relates to online user-generated content (Social Media).

B. Authorized Social Media Use – At NAWIC, nothing is of higher value than our members and staff. We recognize that it is the quality and dedication of our members that make us who we are. As a member of NAWIC, we respect your ability to manage and make good decisions when using the Internet. However, as Social Media platforms have blurred the lines between what is public and private activity, we think it is important to provide guidance on how to interact online. We ask that you refrain from Social Media activities that do not bring value to the Association.

Following the guidelines listed below, we encourage active participation on social networking sites and other forms of user-generated media for the benefit of NAWIC. This includes such things as conveying information about the Association services, promoting and raising awareness of the NAWIC brand, searching for potential new markets, brainstorming with employees and/or customers, issuing or responding to breaking news or negative publicity, discussing Association activities and events, and networking to generate new business leads or enhance customer service. By doing this, you will help the Association establish a consistent brand image, quality online reputation and provide valuable thought leadership in the industry.

C. What Constitutes a Social Media Platform? – The guidelines in this document cover all Social Media platforms including, but not limited to:

- Social Networking Sites (e.g. Facebook, LinkedIn, MySpace, Google+)
- Micro-blogging Sites (e.g. Twitter)
- Blogs (Including company and personal blogs, as well as comments)
- Video and Photo Sharing Websites (e.g. YouTube, Flickr)
- Forums and Discussion Boards (e.g. Google Groups, Yahoo! Groups)
- Online Encyclopedias (Wikipedia, Sidewiki)
- Snap Chat

D. Interaction Guidelines for Social Media

1. Understand that you, as an individual, are legally liable for anything you write or present online.
2. You must follow the laws regarding defamation, discrimination, harassment and copyright/fair use.
3. Recognize that anything you write or receive on the Internet is public. NAWIC has the right to monitor comments or discussions about the Association, its members, staff, sponsors, partners and the industry.
4. Use common sense in posting content online and respect your audience. You should refrain from posting any items that might negatively reflect on the Association or otherwise embarrass the organization.
5. Members and staff are expected to protect the privacy of the Association. They are also prohibited from disclosing any other proprietary and/or non-public information to which members and staff have access. Such information includes, but is not limited to, financial information, strategic business plans, board meeting discussions and other Association-issued documents.
6. Do not use the NAWIC logo or other established marketing materials unless you are specifically authorized to do so. (09/16)