

COMMUNITY FOUNDATION FOR MONTEREY COUNTY SOCIAL MEDIA POLICY

This policy applies to the Foundation's personnel, members of its board of directors, and to any other persons, such as committee members, who may possess confidential or proprietary information about the Foundation. This policy refers to such persons as "Foundation personnel."

Purpose of Social Media

Transparency and the open exchange of ideas through collaboration and partnership is a fundamental value to the work of the CFMC. The CFMC recognizes social media as a significant and growing avenue to further community relations and engagement in an open, honest and networked way.

Social media forums can help to expand communications and networking between the CFMC and its constituencies and stakeholders. The Foundation personnel usage policy is written as an outline of best practices for handling social media on professional terms. The purpose of specifying responsibilities and expectations is to protect the CFMC, its stakeholders and its Foundation personnel.

Social Media Objectives

The goal of social media is to create more accessibility and build on old and new relationships. Successful use of social media channels will:

- Raise the visibility of the CFMC through networked communication
- Build and reinforce the brand
- Cause the CFMC to become a part of online conversations among stakeholders including nonprofits, funders and community at large
- Promote organizational transparency
- Offer a mechanism for feedback, input and overall engagement
- Increase traffic to the CFMC website

CFMC Social Media Channel Overview

The CFMC has a "keep it simple" approach with a short list of carefully considered social media tools. Currently the CFMC is part of the following social channels: Facebook, Youtube, Twitter, Flickr and LinkedIn. Each of the social media networks fulfills a particular purpose as follows:

CFMC Facebook Page: <http://www.facebook.com/cfmco>

The corporate Facebook page contains general information about the CFMC.

On a daily basis (weekdays), the page offers news, photos and summaries on the CFMC activities, events and links to resources relevant to nonprofits, our grantees or philanthropy in general. The page is a forum for the CFMC's relationship building, outreach and news as well as questions and feedback from our participating constituencies on all of the CFMC related efforts.

YouTube Account: www.youtube.com/cfmontereycounty

The corporate Youtube channel is used to post videos that tell the CFMC story by sharing footage of the CFMC-related events, ideas, people and places. It may include non-CFMC generated videos about topics of interest to supporters and nonprofits.

Twitter: <http://twitter.com/cfmco>

The corporate twitter account is a listening post linked to areas of interest to the CFMC (i.e. keywords such as grantmaking, community foundations, philanthropy and Monterey County).

It is also a channel to share the CFMC (and other relevant) news and resources with followers, give timely responses to the CFMC “mentions,” and a way to share and receive timely feedback and input on issues of concern.

LinkedIn: <http://www.linkedin.com/company/community-foundation-for-monterey-county>

The CFMC has a corporate page primarily for networking as part of our online presence. Individual Foundation personnel are encouraged to create and maintain their own personal linked in page and include the www.cfmco.org website on their profiles and list the CFMC as employer.

Guidelines for Foundation personnel Use Expectations

Social media networking is becoming a key aspect of organizational representation and brand presence. The Communications Officer directs the social media strategy at the CFMC with approval from the President/CEO. **Staff is encouraged (but not mandated) to.**

- 1) **Listen** – Visit the CFMC social media channels to observe what is being discussed
- 2) **Engage** – Participate in *work-related* networking through social media from personal accounts at work (provided that it does not interfere with other job responsibilities). Staff is encouraged to like, comment and share Facebook posts, for example.
- 3) **Generate Content** – Be mindful of opportunities for the CFMC contents in the course of your work. Share suggestions about relevant news, photos or videos for the CFMC channels to Communications Officer. The Communications Officer determines the administrators for social media channels.

Foundation personnel Responsibilities for All Social Media Use

All Foundation personnel activities and participation in work-related social media (personal or professional channels) must honor current personnel policy and the following guidelines:

The CFMC acknowledges that Facebook and other social media channels are interactive and may give way to dialogue that is sometimes negative or critical. Positive and negative comments that are within context will remain posted. However, if content

is offensive, obscene, or entirely out of context, it will be removed at the discretion of the Communications Officer.

1. Understand Confidentiality and Information Sharing

All social media communications are to be consistent with the CFMC's existing privacy and disclosure policies. **It is never appropriate to discuss information about donors, staff, or proprietary internal organizational issues without the permission of the Communications Officer and/or President/CEO.**

2. Determine and Update your privacy settings

Since posts, likes and comments will link back to your individual Facebook page, be sure to **stay informed** or ask for help with your privacy and group settings. You can determine which of your posts go to which groups.

3. Be Yourself

We recognize personality is part of the engagement process. Please keep in mind that our goal is that the CFMC brand will be enhanced through all communications.

4. Offer Positive Representation

All social media engagement related to the CFMC will eventually become a part of the organization's brand reputation. Therefore, as a representative of the CFMC, **always communicate as you would for any board member, grantee or donor to see as it is a public and permanent communication.**

5. Define Your Role

As a representative of the CFMC, please identify yourself and role within the CFMC. This responsibility is more specific to views/opinions and is important to maintain transparency.

6. Leave Politics at Home

The CFMC values and respect diverse ideas. Yet, the CFMC must remain politically and ideologically neutral in our commitment to being inclusive. Please refrain from lobbying activities or political campaigning while communicating in a professional capacity. Also, remember that "causes" can sometimes be politically sensitive and therefore necessitate approval if you are affiliating them with the CFMC.

7. Collaborate and Support

If you are uncertain or need guidance just ask. Social media is a collaborative effort; therefore **supporting colleagues and idea sharing are essential.**

8. Find Balance

Online social media time at work should not exceed 1 hour per week. This translates to roughly ten to fifteen minutes per day to check and comment on the CFMC channels or share the CFMC content to your own channels.

9. Distinguish Work from Play

Social networking at work should be performed in a professional capacity. Please do not

use work email or social media to forward jokes, legends, commercial offers and the like.

10. Nothing in this policy is intended to interfere with Foundation personnels' right to participate in concerted activity such as communicating with their co-workers regarding their wages, hours, or terms and conditions of employment, or with their right to self-organize or join labor organizations or any other rights protected under the National Labor Relations Act.

11. Reporting Violations

The Foundation requests and strongly urges employees to report any violations, or possible or perceived violations, of this policy to supervisors or the Foundation CEO. Board members and volunteers are encouraged to report violations to the Board Chair or the Foundation CEO. In particular, the Foundation would request that you provide a snapshot and/or printout of the page(s) that you believe contains the violation so that the Foundation may examine the entire context of the alleged violation.

12. Discipline for Violations

Employees are required to observe certain standards of job performance and good conduct when using Social Media. Violation of the CFMC's Social Media policy may result in disciplinary action, up to and including termination. Violations by members of the board and other volunteers may lead to dismissal from the board or committee on which the volunteer serves.