



Practical Resources for Community Groups

CHECKLIST 22

Writing a Social Media Policy

Make sure you...

- Clearly identify the purpose for the policy. For example: The purpose of this policy is to ensure that XYZ organisation gets the most benefit possible from using Facebook as a promotional tool, or it is to ensure that XYZ organisation upholds all legal responsibilities in using Facebook. Defining the purpose puts the policy into context and helps staff and volunteers understand its importance.
- State what your organisation hopes to achieve by using Facebook. Is it to raise the profile of your organisation in the community? Is it to update clients and members about upcoming events and activities? Is it to encourage engagement between the organisation and their supporters? Stating the purpose of the page helps direct the comments posted.
- Identify who is authorised to be an administrator on the page. It is recommended that you have at least 2 administrators to ensure the page is regularly updated.
- Clearly state what topics can be discussed on the Facebook page, and if any limitations apply to specific administrators. This is particularly important in relation to controversial issues.
- Clearly state the protocol for using images on your Facebook page, with particular regard to people's privacy and in some cases, safety. If the photograph has been taken in a public place, you are not legally required to get permission to publish, however it is best practice to do so.
- Set an expectation of how often the Facebook page should be updated. For maximum benefit a Facebook page should be updated at least 5 times per week.
- Identify how the account should be set. For example, do you want anyone to be able to post on your wall or friends only? Do you want friends to be able to post comments or just replies?
- Set a Code of Conduct which covers Social Media Etiquette and standard code of conduct for your organisation. This may include things such as not writing in uppercase (this appears that you are shouting), including English translations for any words or posts made in a different language, or having the administrators write their name at the end of each post so people know who has written that specific comment. You may also like to include basics such as no swearing or offensive language.
- State what should happen if an administrator sees any inappropriate comments posted on your page.

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The Members Area is full of articles and templates and it's completely FREE!

For more information about Exult and the services it provides for community groups, email tracy@exult.co.nz