

## **NDANO Social Media Policy**

### **Preamble**

These are the official guidelines for social media use on behalf of NDANO and apply to NDANO employees, contractors or board members creating or contributing to any kind of social media, including references to [www.ndano.org](http://www.ndano.org). We expect all who participate in social media on behalf of NDANO to understand and follow these guidelines, and to be aware that they will continually evolve as social media evolves.

### **Our Goals**

Our goals in making use of online communication tools (e.g., Web 2.0 technologies, social media or social networking sites) are:

- Expanding and strengthening NDANO's advocacy work and our voice on behalf of the North Dakota nonprofit sector.
- Increasing our membership.
- Better communicating with existing members, potential members and other stakeholders.

### **As an Organization,**

...we will endeavor to ensure consistency of messages and actions across all media platforms. We will ensure the essence of NDANO's messages remains true to our current priorities and mission, no matter what media is used. Whenever possible, we will solicit ideas and stories from our members to help enhance our messages and tactics.

...we will identify ourselves clearly in what we write and what we post. When acting as a NDANO staff member, we will always identify ourselves as such in responding to posts, blogs or other social media. We shall not engage in arguments or "flame wars," but in civil discourse.

...we will moderate all comments and responses to NDANO's social media. We will ensure no spam, profanity, defamatory, inappropriate or libelous language will be posted to our sites. Neither will we use such language when we post comments to other people's sites.

...we will respect proprietary information and content, confidentiality, brand, trademark and copyright rules. We will properly cite our sources and post only items that are covered by fair use or published under Creative Commons. Otherwise, we will seek permission first.

### **As Individuals,**

...we will not use our identity as NDANO staff or board members in association with personal sites that are outside the scope of NDANO's mission.

...we will be responsible for what we write and what we post. Our use of social media sites is governed by our mission/vision and goals – and by good judgment and common sense. In general, we will tell our stories responsibly and not write or post anything that would reflect badly on NDANO. We will stick to our area of expertise when posting content.

...we will ensure that our blogging and social networking activities will not interfere with our work commitments. We will reasonably limit our personal use of social networking sites at work.

...we will remember that everything posted online is discoverable.

### **Conclusion**

In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a representative of NDANO, you are creating perceptions about NDANO and your expertise. Be sure that all content associated with you is consistent with your abilities and NDANO's philosophy (that social media is about building relationships—not a numbers game).