



## **Altrusa International Social Media Guidelines**

Social media has proven to be a low-cost, real-time avenue for organizations like Altrusa International, Inc. to effectively:

- Build brand recognition,
- Engage and cultivate members,
- Share with like-minded supporters; and
- Promote its value, offerings, and impact to a larger community.

However, participants must be careful with what they say and how they say it. Just as social media is about connecting, helping others, and having fun, the same principles that apply to being good citizens, apply to online activities. While Altrusans are encouraged to use social media to spread the word about Altrusa and its great work, they are reminded to use common sense - beware of privacy issues, play nice, and be honest.

Recognizing that individual actions reflect upon the entire organization, all Altrusa International, Inc. members are encouraged to adhere to the following guidelines when making comments online, posting to blogs, or using any social media platform, such as Facebook, Google +, Flickr, LinkedIn, Pinterest, Twitter, or YouTube. Altrusa International Districts and clubs are urged to adopt a similar policy.

### **Social Media Guidelines**

- A. Each Altrusan should choose for themselves if they will use social media. You are encouraged to share Altrusa-related experiences and insights, express your opinion, and share information as appropriate, especially when it is helpful to others.
- B. Be aware that you are responsible, legally and morally, for what you say, present and post online. Social media participants can be appropriately disciplined and/or sued for commentary, content, videos, or images that are defamatory, pornographic, proprietary, harassing, libelous, or can create a hostile environment.
- C. Be smart about protecting yourself and your privacy online.
- D. Make it clear that you are speaking only for yourself and any views posted are yours alone.
- E. Your online presence reflects the organization. Be aware that your actions captured via images, videos, posts, or comments can reflect on Altrusa.
- F. Unless given permission, you are not authorized to speak on behalf of the Association, nor represent that you do so. If you have any question on what has been released to the public, speak with the Association leadership and/or the communications committee contact(s). Do so before releasing information that could potentially harm Altrusa International, Inc., the Districts, clubs, and our current or potential supporters and key stakeholders.
- G. When appropriate, direct others to the official website and social media accounts of the Association or District.

- H. Remember your audience may include Altrusa members and nonmembers, both adults and youth, from many cultures throughout the world.
- I. Do not post any items, make any comments, or share any material that would be inappropriate for children to read, view or share.
- J. Talk about your Altrusa experience in positive terms.
- K. Online conversations should be open, honest, and honorable. Please post knowledgeably, accurately, and use appropriate professionalism. Use factual information and cite sources, as appropriate.
- L. Try to be helpful, supportive or add value to what others are doing and saying with your online activities.
- M. Be quick to correct your own mistakes and admit when you are wrong.
- N. Be respectful to fellow Altrusans, community members, and even competitors. (This includes past, present, and potential Altrusans.) Don't speak of others in derogatory or degrading terms, use foul language, ethnic slurs, insults, obscenities, etc.
- O. Know when to respond. You may disagree with a post, but never fight or air grievances online, and don't get caught up in someone else's rant or rage.
- P. Do not pick fights or engage in conduct that would not be acceptable behavior.
- Q. Be considerate of others' privacy and topics that could be considered personal, such as religion or politics.
- R. Never identify Altrusans, partners, community members, or key stakeholders by name without permission. (Login to the members-only section of the International Altrusa, Inc. website and visit the International Communications Resources and Tools page for a copy of the appropriate release form.) It could be illegal to do otherwise. Prior to posting any media online, obtain permission from any individuals who appear in that media. If you do make a reference, link back to the source if possible.
- S. Always respect copyright, fair use and trademark laws, including logos.