center for nonprofit advancement

Social Media Policy for External Users

This policy provides guidance for individuals/organizations who are granted access by the Center for Nonprofit Advancement to the Center for Nonprofit Advancement's social media platforms, including but not limited to: blogs, message boards, chat rooms, electronic newsletters, online forums, Twitter, Instagram, Facebook, LinkedIn, and other sites and services that permit users to share information with others.

Individuals/organizations who have been granted access to the Center's social media platforms:

- Should be mindful of the impact/effect of information shared and use their best judgment to ensure the material they post is neither inappropriate nor harmful to the Center, its employees, members, partners or the community at large.
 *All photos must be submitted to the Center for approval at least 48 hours before posting.
- Should not engage in prohibited social media conduct, including but not limited to: posting commentary, content, or
 images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work
 environment.
- Should not publish, post or release any information that is considered confidential or not for public distribution.
- Should not publish, post or release any information without consent from whom the information is coming from.
- Must get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Should disengage in a polite manner if a social media dialogue threatens to become antagonistic, and seek the advice of a supervisor immediately.
- Should refer to the Center for Nonprofit Advancement by using the full name or "the Center" and never as "CNA" or any other abbreviation
- Are required to include #centertakeover for every post during social media "takeover" events
- May not ask for donations during a takeover.

Additional social media takeover notes:

Once a social media policy has been signed and returned a meeting will be scheduled with the member organizations POC and the Center's Communication POC. A password will be generated and provided to the member organization along with a specific time window that the password will be active. During a SM takeover, the Center's Communications POC will closely monitor all posts and remain available for any concerns or issues during the event.

By signing this document, you are declaring your agreement with the following statement:

I have read this document, have had the opportunity to ask questions, and I agree to follow all stated principles. I understand if I am to violate this agreement, access to the Center's social media platforms will be immediately revoked and appropriate legal action may be taken.

| ACCOUNT REQUESTED | | | | |
|---|-------------|-----------|-----------------------|--|
| NAME OF INDIVIDUAL MAKING REQUEST (PRINT) | | SIGNATURE | DATE | |
| TITLE | ORGANI | ZATION | Email or Phone number | |
| Center Representative Gran | ting Access | | | |
| NAME (PRINT) | | SIGNATURE | DATE | |