



**COMMUNITY  
FOUNDATION**  
*of Northern Nevada*

## **COMMUNITY FOUNDATION OF NORTHERN NEVADA SOCIAL MEDIA POLICY**

### **I. Purpose**

The purpose of this social media policy is to provide guidelines for employees, volunteers, and affiliates of the Community Foundation of Northern Nevada (“Community Foundation”) regarding the use of social media platforms. This policy aims to protect the integrity and reputation of the Community Foundation while fostering a respectful, productive, and engaging online presence.

### **II. Scope**

This policy applies to all employees, volunteers, members of the Board of Trustees, and affiliates of the Community Foundation of Northern Nevada who use social media on behalf of the organization or in a manner that could be associated with the Community Foundation.

### **III. General Guidelines**

- **Representation:** Only designated individuals are authorized to create, post, and manage content on the Community Foundation’s official social media accounts. Personal accounts should not be used to represent the Community Foundation without prior approval.
- **Accuracy:** Ensure all information shared on social media is accurate, truthful, and not misleading. Verify facts before posting.
- **Respect and professionalism:** Always communicate respectfully and professionally. Avoid engaging in arguments or responding negatively to comments.
- **Confidentiality:** Do not disclose any confidential or proprietary information related to the Community Foundation, its donors, clients, or partners.
- **Compliance:** Adhere to all applicable laws, regulations, and Community Foundation policies, including those related to privacy and intellectual property.

### **IV. Content Creation and Sharing**

- **Relevance:** Share content that aligns with the Community Foundation’s mission, values, and goals. Content should be informative, educational, and relevant to our community.
- **Quality:** Maintain high standards of quality in all posts, including proper grammar, spelling, and formatting.
- **Visuals:** Use high-quality images and videos. Ensure you have the right to use any media shared and credit sources when necessary.
- **Engagement:** Encourage positive engagement by responding to comments and messages in a timely manner. Promote constructive discussions and community building.

## V. Personal Use of Social Media

- **Transparency:** If discussing matters related to the Community Foundation on personal social media accounts, clearly state that views expressed are personal and not those of the Community Foundation.
- **Professionalism:** Maintain a professional demeanor when discussing topics related to the Community Foundation, even on personal accounts.
- **Separation:** Avoid using Community Foundation logos, branding, or other identifiers on personal accounts without permission.

## VI. Prohibited Conduct

- **Harassment:** Do not engage in any form of harassment, discrimination, or offensive behavior.
- **Misinformation:** Do not share false or misleading information.
- **Endorsements:** Avoid making endorsements of political candidates, parties, or controversial issues that could be associated with the Community Foundation without prior approval.
- **Conflict of interest:** Do not use the Community Foundation’s social media to promote personal business interests or unrelated causes.

## VII. Monitoring and Enforcement

- **Monitoring:** The Community Foundation reserves the right to monitor its social media accounts and content related to the organization. Designated staff will regularly review posts and comments.
- **Violations:** Violations of this policy may result in disciplinary action, up to and including termination of employment or volunteer status. The

Community Foundation also reserves the right to remove inappropriate content.

## VIII. Community Guidelines

In the interest of making our social media and digital platforms a helpful experience for everyone, we've established a few rules and expectations for being on our online properties. Failure to comply with community guidelines may result in your posts or comments being taken down by our administrator. A comment will not be edited or modified to remove unacceptable content; the entire comment will simply be deleted. Repeated violations of this policy may cause the author to be blocked from the Community Foundation's social media channels.

- **Respectful communication:** Verbally harassing, demeaning, or slandering other members of our online community, or the Community Foundation itself, is prohibited.
- **Offensive content:** Using ethnic slurs, personal insults, obscenity, or other offensive language is not allowed.
- **Relevance:** Posts must be relevant to the mission of the Community Foundation.
- **Plagiarism:** Do not plagiarize other writers or websites without a link back to the original post.
- **Spam:** Avoid posting the same message multiple times, chain letters, promotions, or self-promotional items.
- **Privacy:** Do not offer personal contact information for yourself or others in a public post or comment. We will remove any post that reveals your individual financial or contact information for your safety and ours.
- **Solicitation:** Soliciting donations or other types of contributions is not allowed.
- **Representation on behalf of affiliates:** If you are employed by a donor or a grant recipient organization and are posting on their behalf on any of our online properties, we request that you properly identify yourself so that you are not mistaken for a third-party endorser.

## IX. Copyright and Use of Content

Any posts, pictures, videos, or questions you tag or place on our social media platforms and streams are considered the copyrighted property of the Community Foundation of Northern Nevada and can be used again in our marketing materials or online.

## **X. Data Privacy**

Any personal contact information you provide to us may be gathered to create mailing lists for future communications. However, we will not share or sell your data.

## **XI. Legal Responsibility**

People who post or comment on our websites or social media properties are legally responsible for their opinions, comments, or content. Individuals can be held personally liable by third parties for any commentary deemed to be defamatory, obscene, proprietary to, or owned by others; or libelous to the Community Foundation, its suppliers/partners, or any other person or entity. For these reasons, those who post should exercise caution with regard to exaggeration, colorful language, guesswork, obscenity, materials used in content, conclusions, images and/or video, and derogatory remarks or characterizations. In addition, those who post should at all times be mindful that, given advances in technology, opinions, comments, or content will remain public and will be archived, stored, and retrievable indefinitely.

## **XII. Crisis Management**

- **Incident reporting:** Immediately report any social media incidents that could negatively impact the Community Foundation's reputation or operations to the designated social media manager or President & CEO.
- **Response plan:** Follow the Community Foundation crisis communication plan to address and manage any social media crises effectively.

## **XIII. Policy Review**

This policy will be reviewed annually and updated as necessary to ensure it remains relevant and effective. Feedback from employees, volunteers, and affiliates is encouraged to improve our social media practices.

By adhering to this policy, we can ensure that the Community Foundation of Northern Nevada maintains a positive, respectful, and impactful presence on social media. Thank you for your cooperation and commitment to our mission.