

## **VOLUNTEER VICTORIA INTERNAL SOCIAL MEDIA COMMUNICATIONS POLICY**

Social media tools provide valuable opportunities for Volunteer Victoria to expand our reach and engage with others in our community in a more meaningful way. Through these communication media, we seek to identify, build and enhance mutually beneficial relationships on-line and within targeted “communities”. These tools also help us fulfill our strategic objectives around developing relationships.

We recognize that building relationships through these new networks takes time and consistent effort. Unlike traditional web communication, social media channels involve ongoing two-way “conversation”. This conversation provides an opportunity to add value, as well as demonstrate our leadership and expertise within the sector. Like all our relationships, those developed through social media networks need to be managed carefully. We need to be mindful of whom we want to engage with and why. Used appropriately, social media tools can be a very effective addition to the public relations tools currently being used.

The following policies detail how Volunteer Victoria’s social networking sites will be managed. If you have questions or need clarification on these policies, please contact Volunteer Victoria’s Public Relations and Marketing Coordinator.

### **Who we engage with on Social Media Sites:**

- We follow interest groups and individuals that are related to our mandate.
- These include our stakeholders, e.g. member agencies, funders, community partners, individuals and other stakeholders; other volunteer centres; centres for non profit and volunteer excellence such as Volunteer Canada and Imagine Canada; and other entities that complement and add value to our work.

### **What content we post on our Social Media Sites:**

When posting information, consider the needs and interests of our audience. Ask yourself, “Why should they care?”. Keep the communication flowing and share any comments, feedback or learnings with the committee so we can all benefit and remain informed.

#### **Do**

- Post material that is related to our mandate and is of interest to our stakeholders.
- Share our member agency successes and stories
- Maintain consistency of content posted across our social media sites (e.g. Twitter, Blog, Facebook, Flickr, YouTube Channel etc.)

#### **Don't**

- Spam
- Post material that is not related to our mandate.
- Take any action that could potentially damage the reputation of Volunteer Victoria, including its staff, board or volunteers.
- Post anything on our social media site about confidential or personal internal information.

Refer also to Volunteer Victoria’s Personnel Policies on Social Networking.

**What comments we will accept on our Social Media Sites:**

- We will post and/or approve appropriate and professional comments only
- Inappropriate and/or unsubstantiated comments will be deleted at our discretion
- Spam will be deleted
- If a comment leads to ongoing dialogue / debate that is beyond the scope of our mandate and interest to our audience, we will respectfully and transparently move the conversation to an email, direct message or other more appropriate forum. (inviting those interested to join there if appropriate).

Refer also to Volunteer Victoria's Social Networking Guidelines for Posting (Public)

**Maintenance of Social Media Sites**

The Social Media Committee is responsible for managing and overseeing all social media activities, as well as helping to assess the effectiveness of social media activities. The Social Media Committee is a sub-committee of the Public Relations Committee and activities are congruent with the overall Strategic Communications Plan.

The committee includes the Public Relations & Marketing Coordinator, Youth Program Coordinator, Training & Outreach Coordinator and volunteers skilled in the use of social media. The Youth Committee, overseen by the Youth Program Coordinator, also provides skilled volunteers to assist.

The Public Relations and Marketing Coordinator is responsible for all public relations activities including the Strategic Communications Plan.

**Requirements / guidelines for Guest Bloggers**

Guest blogger content must be relevant to our audience needs and our mandate. The participation of guest bloggers is encouraged as they can add value for our online community and can provide increased validation for our work.

We will include the guest blogger's name, their organization or business and, where relevant, a link to their website. A brief bio introducing the guest blogger, and their connection with the topic, will be included at the beginning of their post. No further promotion will be allowed.

## **VOLUNTEER VICTORIA PERSONNEL POLICY SOCIAL NETWORKING GUIDELINES**

At Volunteer Victoria we believe that our staff and volunteers are our best ambassadors and promoters. Through their external relationships, our staff and volunteer team have the potential to add value to the work of our organization and enhance our image. With the popularization of new social networking media, we recognize the opportunities to share our story. When Volunteer Victoria wishes to communicate publicly as a Society, only those officially designated have the authority to communicate on our behalf. However, we support open dialogue and the exchange of ideas, and the positive profile this can lend to our organization.

The following guidelines provide direction for staff and volunteers who choose to identify their relationship with Volunteer Victoria on social networking sites. For clarification or questions on any area of our social networking policy, please contact Volunteer Victoria's Public Relations and Marketing Coordinator.

1. Staff and volunteers are personally responsible for the content they publish on social networking sites. Be mindful that what you post will be public for a long time – protect your privacy.
2. Be cognizant of your relationship with Volunteer Victoria. Ensure that your profile and the content you post reflect positively on your professional role at Volunteer Victoria.
3. Be aware that your actions captured via images, posts, or comments can reflect on the image of Volunteer Victoria.
4. Be transparent. Identify yourself, name and role, when you discuss Volunteer Victoria or Volunteer Victoria related matters. Write in first person and make it absolutely clear that you are speaking for yourself, not for the Society.
5. If you publish content that relates to your role at Volunteer Victoria or the work that you do here, include the disclaimer, "The postings on this site are my own and do not necessarily represent the views of Volunteer Victoria".
6. Maintain confidentiality. Do not post confidential information about Volunteer Victoria, our clients, member agencies, stakeholders or others.
7. Respect your audience and participate productively. Do not use personal insults, slurs, obscenity or engage in any conduct that would not be acceptable in Volunteer Victoria's workplace.
8. Add value. Provide worthwhile information and perspective. Volunteer Victoria's image is best represented by our team.

Staff or volunteers who violate these social networking guidelines will be subject to disciplinary action.

## **VOLUNTEER VICTORIA GUIDELINES FOR POSTING (PUBLIC)**

These are the guidelines that will be posted on Volunteer Victoria's Blog

- Volunteer Victoria reviews all comments before approving for publishing
- Comments may be edited for length or clarity.
- We will not publish comments that make personal attacks or libelous statements, include vulgar language, make false or unsubstantiated allegations, or purport to quote people/reports where the information cannot easily be verified.

**Note:** comments on this site may be used for our public relations purposes. For attributable comments, the contributor's approval will be obtained prior to using.

This is the statement that will be posted on Volunteer Victoria's Facebook Page

- Volunteer Victoria reserves the right to remove any comment that conflicts with our values, human rights or other concern.