

Social Media Guidelines

INTRODUCTION

As a member of The Jewish Federations of North America's team, you may have opportunities to champion JFNA in many online venues. When you participate in the world of social media – Facebook, Twitter, blogs, LinkedIn, YouTube and the like, it's important to properly represent JFNA. We have prepared this document to provide guidance in your efforts. Nothing in this document or the following policy shall prohibit employees from discussing terms and conditions of employment or otherwise limit or restrict your legal rights.

Please be aware of our four main concerns when you engage in social media.

1. You might say things that may directly or indirectly cause harm to JFNA's legitimate interests.
2. You might reveal proprietary information that is not meant for public release.
3. You might spend more time on social media than the return on that time can justify.
4. You might say things that create a hostile work environment and/or legal issues for yourself or JFNA.

What are social media? Most popular sites at present include Facebook, Twitter, YouTube, Flickr, Wikipedia, various blogs and Yelp, but there are many other sites involved in interacting via sharing messages, opinions, images, videos, rankings and other content via the Internet. Together, all of these make up the online social media world.

There are two sets of guidelines below. Please review the one(s) that apply to you:

1. **Employee Guidelines for Personal Use of Social Media**
2. **Operational Guidelines for Staff Working with Social Media as Part of Their Job**

There are other documents* you might also find helpful: JFNA's Conflict of Interest Policy, equal employment opportunity and Anti-Harassment Policies, Computer Systems Policy, as well as the Brand Standards Guidebook regarding our name and logo, created by the JFNA Marketing Department. All social media is subject to these policies.

*These documents were created in consultation with the following resources and social-media guideline documents: Chrisoudreaux/SocialMediaGovernance.com, Chronicle of Philanthropy, Jewish Agency for Israel, American Jewish Joint Distribution Committee, American Red Cross, Razorfish, Easter Seals, Intel, Dell, Microsoft, New Zealand State Services Commission, Fellowship Church, Proskauer Rose LLP.

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EMPLOYEE GUIDELINES FOR PERSONAL USE OF SOCIAL MEDIA

Being active on social network sites during your non-working hours can be a plus; keeping up with trends and building up a strong online presence can help you be a well-connected member of the Jewish and nonprofit community. That said, problems can arise, particularly when mentions of JFNA, its staff and related efforts find their way into your personal, social media efforts. The following policies set expectations and where necessary, limitations, on how work-related content is handled.

The key is to use common sense: if it feels problematic or you would be uncomfortable having a colleague or supervisor at JFNA read what you're writing, don't do it. If you're not sure whether what you're doing is permissible, discuss it with the head of JFNA's Human Resources Department for an official response.

- The moment you post something online, it's out of your hands. It may end up anywhere, including plenty of places you never expected, so don't assume that things will stay in their original context.
- Do not use the logos or other images from JFNA in your personal social media participation.
- Do not refer to any information you found out about in a work context that is not yet cleared for public dissemination or may be confidential. Examples include future events, business plans, strategies, donor or co-worker information or proprietary information belonging to JFNA or individuals outside JFNA, including through blogs and other internet postings. In addition, employees must not disclose JFNA financial information or other confidential data.
- If you provide links to events, it's best to avoid listing street addresses; instead, link to the registration page that has the specific information and/or contacts.
- Be thoughtful about your language choices and image uses. If you do end up discussing JFNA and related concepts, you should disclose your role within the Federation movement.
- Respect your commitments to your professional position – as engrossing and useful as social media can be, please make sure you're only on them in your own time unless you've been specifically given an online activity to handle as part of your workload.
- Workplace contacts – co-workers, peers or other professional contacts – may not want to hear from you about things that are not work related; consider what is appropriate before making personal social media contact with anyone from the workplace. JFNA contact lists are not to be used for personal communications.

Be mindful of activities that the law prohibits: JFNA's equal employment opportunity policy, Computer Systems Policy and its policies against sexual or other harassment apply fully to the use of the internet, including social media. If conduct is in violation of our policies and/or is seen as compromising the legitimate interests of JFNA, JFNA may request that you cease the

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violative commentary or remove the offensive posting, and may take appropriate disciplinary action.

Other guidelines: Employees are reminded that they are personally responsible for material they post on all online social media, including but not limited to blogs, websites, and online video and photo collections. In addition, employees wishing to maintain blogs, websites or other online social media output should be aware that they could be held responsible for content posted by third-parties, such as comments. JFNA takes absolutely no responsibility should there be a claim that anything you posted or wrote on your personal website, blog or other online social media output is violative of copyright, trademark, and/or defamation laws.

Employees are encouraged to monitor and/or restrict such third party content on any websites, blogs or other online social media output they maintain.

Nothing in this policy is to be interpreted as requiring, permitting or encouraging non-exempt employees* to work after business hours.

** “non-exempt” refers to employees who are eligible for overtime compensation*

OPERATIONAL GUIDELINES FOR STAFF WORKING WITH SOCIAL MEDIA AS PART OF THEIR JOB

Increasingly, interaction in social media settings – Facebook, Twitter, YouTube, LinkedIn and other channels that are growing at exponential rates – is a vital part of the role of the staff of JFNA.

Social media are often effective and economical tools for reaching – as readers, advocates or participants – an incredibly diverse audience. The following policies set expectations and where necessary, limitations, on how these efforts should be handled. They also offer tactics for making your social media interactions successful.

You are representing JFNA: The key to using social media the right way is to use common sense. If it feels problematic or you would be uncomfortable having a colleague or supervisor at JFNA read what you’re writing, don’t do it. If you’re not sure whether what you’re doing is permissible, discuss it with the head of JFNA’s Human Resources Department or e-mail socialmedia@jewishfederations.org for an official response.

When you’re setting up an account: Please do not open any social media account on behalf of JFNA without clearing it through the Marketing Department. We do want staff to spread the good word about JFNA on social media; but it’s important that when our name is on something (a Facebook group, a Twitter feed, a Flickr photo stream etc.) it’s done in a coordinated way with the larger goals of the organization in mind, and is interconnected with other applicable JFNA social media channels.

When you set up a social media account for a department of JFNA, please send login information to the JFNA Web Content Manager at socialmedia@jewishfederations.org to ensure continuity should staff responsibilities for a social media effort change. Or, in the case of

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Facebook groups and the like, please set up the JFNA Web Content Manager as an additional administrator.

The moment you post something, assume it will permanently be online: Search engines may cache it, people may copy/paste it. It may end up anywhere, including plenty of places you never expected, so don't assume that things will stay in their original context.

Use the right Federation look: When using logos or other images from JFNA, it's important that the right ones be used. Please check with the Marketing Department if you have any questions, and don't forget to consult the Brand Standards Guidebook.

Only refer to information that has been approved for public dissemination: Do not cite anything you found out about in a work context that is confidential or not yet cleared for public dissemination. Examples include future events, business plans, strategies, donor or co-worker information or proprietary information belonging to JFNA or individuals outside JFNA, including through blogs and other internet postings. In addition, employees must not disclose JFNA financial information or other confidential data.

Respect the content rights of others: Be mindful of copyright law, and properly indicate rights and credit for text, audio, video and images from third parties that you use in your social media efforts.

Protect our copyright: If you post our content on third-party sites, make sure to properly indicate the copyright status and ownership of that content.

Don't pick fights: There are people who relish spending all their time online engaging in back-and-forth arguments with anyone they can provoke. Make factual corrections to incorrect assertions, but try not to add oxygen to online flame wars. And if you see something problematic posted about JFNA, check with the Marketing Department before you reply. You'll also be helping to make the Marketing Department aware of what is being discussed about us, and a response may already be in the works.

Don't get personal: You're encouraged to write in a social-media friendly style, which is frequently conversational rather than formal; however, your content should be about the organization, not you. Never give out personal details like your home address and phone number when you're doing work-related social media.

Be mindful of activities that the law prohibits: JFNA's equal employment opportunity policy, Computer Systems policy and its policies against sexual or other harassment apply fully to the use of the Internet, including social media. If conduct is in violation of our policies and/or is seen as compromising the legitimate interests of JFNA, JFNA may request that you cease the violative commentary or remove the offensive posting, and may take appropriate disciplinary action.

Keep street addresses out of postings: There are going to be a few exceptions to this, but in general, when you provide links to events, please do not list a street address; instead, link to the event's registration page that has the specific information and/or contacts.

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Hurry up and wait: There is an expectation that if you're on social media, you will respond promptly. But when composing a posting, take a moment to re-read your words and think them through before you hit 'submit.'

Be careful who you friend/follow/subscribe to: The social media world is full of spammers and people who post hateful or crazy things. Don't connect JFNA to them.

Add value: If you're going to be part of a conversation, don't just echo what's already been said.

Listen, learn and adapt: Your social media work can always get better; see what's working and learn from it.

Be transparent: Our social media participation should be truthful and substantiated, and you have a duty to disclose your role within the Federation movement.