

Social Media Guidelines for Wilson County fce

Wilson County fce Perspective on Social Media

Wilson County fce is enthusiastic about social media because experience shows that it can help clubs connect with people who share the same interests. Moreover, social media can enable clubs to speed up communications among club members and their communities. Wilson County fce is increasing its use of social media for the same reasons.

By "social media," we mean new Web 2.0 applications that let people to share digital text, graphics, audio and video content and to express themselves by commenting on content or others' comments. Some well-known social media platforms are: **Facebook, Twitter, Google+, LinkedIn, YouTube, MySpace, Foursquare** and **Orkut**, as well as **blogs**. Many forums and websites have social media features, too. Both of the latter have existed for decades, but social media is making them more popular. Websites are social if they enable comments on their content.

Guidelines for the Public

Wilson County fce strives to nurture a vibrant and robust community, and we are enthusiastic about using social media to open new channels of communication and collaboration. Social media can help us to communicate better about things we care about, so we can work together to make things happen.

Since social media are new to most of us, we have created these guidelines to help everyone understand some basic rules. When participating in social media related to Wilson County fce, please keep these guidelines in mind:

- We invite all individuals' participation in social media related to Wilson County fce, but people's thoughts are their own; they don't represent the view of Wilson County fce. We want all members to be able to express themselves as they wish and to be free to comment on each other's thoughts.
- Your behavior will affect how people perceive you and create your reputation, so be courteous and respect others as you would like to be respected. It is okay to disagree and have vigorous debates without insulting anyone. State your opinions and make your case without cutting people down.
- Strive to be helpful to people and the group, which will improve your reputation. Tie your comments to the topic that people are discussing. If you want to talk about something else, feel free to start another topic. In general, social media as it relates to Wilson County fce is not the place to talk about potentially divisive topics.
- Don't pick up the gauntlet. If someone makes negative comments about something you hold dear, resist the urge to write something negative in return. Rise above. Most negative comments are really frustrations or requests for help, so try being helpful rather than negative. Your behavior in these situations goes a long way in defining your reputation.
- Understand that anything you share digitally can be distributed on the Internet, and most content is searchable. Even if you share a comment, picture or video in a site

that you believe is "private," anyone can take it and share outside, so keep in mind that all content is explicitly or potentially public. Although it's often best to use your real name on social media sites, it's probably not a good idea to share personal details such as physical address, phone numbers, work schedules, ID numbers, etc.

- Keep it clean. We reserve the right to remove any content at any time that does not adhere to this policy or federal, state or local law. This includes any text, picture, audio or video content or link that promotes illegal activity, discrimination, profanity, sexual material, uninvited selling or spamming, promotion of unsafe behavior, viruses or malware or that violates copyright or confidentiality. People who repeatedly share forbidden content may be barred from any social media related to Wilson County fce.
- Please understand that Wilson County fce cannot be responsible for links and thoughts that people share. Links and opinions do not imply endorsement of our organization. We are very interested in your thoughts and questions about social media and policy related to Wilson County fce, so we invite you to message us with questions or comments.

Guidelines for Club Members

Club members, In addition to the above guidelines, please consider these:

- No person, other than social media coordinators (members of the Board of Directors) shall create any type of social media account, event, or other in the name of Wilson County fce or its programs, activities and special committees/workshops.
- When you interact on social media sites, including your club's (if, applicable), please represent yourself, not your club or Wilson County fce, unless you are a club officer authorized to speak publicly for your club. Clubs should never represent Wilson County fce.
- The Wilson County fce By-Laws applies on social media sites, too. Consideration, confidence and trust are the basis of healthy communities, so it's generally not a good idea to discuss confidential topics or share internal documents on social media sites.
- Be transparent. When you are discussing Wilson County fce or projects related to our work, whether on one of your club's presences or another site, disclose that you are an fce members, so people know where you're coming from.
- Each platform has features that let you "flag" false or spam posts, so you can help the club administrator(s) by flagging spam posts. Usually only administrators can remove spam, but you can alert them. Note that "spam" doesn't mean posts you don't like or disagree with, it is blatant, impersonal selling on your site.

Guidelines for Wilson County fce Social Media Coordinators

In addition to the above guidelines, social media coordinators are administrators of organization's social media presences and have special considerations:

- The FCS Extension agent will be the primary administrator for social media related to Wilson County fce.

- Members of the Board of Directors will also be administrators, however, it is the agents' responsibility to add and remove these members as they rotate off and onto the Board of Directors.
- No person, other than social media coordinators (members of the Board of Directors) shall create any type of social media account, event, or other in the name of Wilson County fce or its programs, activities and special committees/workshops.
- Just like physical "meeting rooms," social media sites are most welcoming when people feel that the host is present and truly interested in what guests have to say. So yours is a fine balancing act between encouraging people to share, permitting a wide range of behavior and intervening only if things are getting out of hand.
- It is very important to uphold your policy consistently, so everyone knows the rules are real. Along with this, plan on adjusting your policy when some part doesn't make sense, so it works for your club, and it's easy to uphold.
- If someone posts a comment that you or club members feel is critical or "negative" to your club or cause, read it several times before you react. Is it constructive? If so, don't be afraid to dialog with the person, great things can come out of it. On the other hand, if you feel that it violates this policy, you can remove it.
- By far, the most common offense is people spamming your presence; for example, housewives getting rich "working from home." Immediately remove those posts, and report them to the platform (i.e. Facebook, Twitter) as spam. If you don't remove them, they can signal to your members that your space isn't well tended.
- Practice good password management. Assign each administrator his/her own account rather than managing from one account.
- Make sure an administrator understands and agrees to your club's guidelines before you put him/her into the role.

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