

LWVHC Policy #17

Website/Social Media Policy

The LWVHC recognizes the importance of a website and social media for both personal and professional use. Social media includes social networking sites such as Facebook¹, Twitter², LinkedIn, YouTube, Instagram, and Pinterest. The use of a website and social media has become increasingly important for the LWVHC to connect with members, prospective members, and the community. The LWVHC uses the website and social media to initiate active engagement, create opportunities for conversation, and interact with our community to increase our visibility.

Website and Social Media use as a representative of the LWVHC

- **Creation of Accounts:** No accounts should be created or established on behalf of the LWVHC without approval of the Board. This ensures that all pages are created uniformly and can be maintained by the organization regardless of webmaster turnover.
- **Posting:** To post as a representative of the agency on a LWVHC website or social media site, users must be approved by the Board and be a member of the LWVHC Website/Social Media Committee. Committee members will serve as administrators of the accounts. All posts should abide by the guidelines set out below.

Maintenance of Website and Social Media Accounts

- **Domain Name:** The domain name lwvhcnc.org should be owned and maintained by a member of LWVHC designated by the Board, ideally the webmaster. The domain name is intellectual property of LWVHC and ownership should not lapse without the consent and approval of the Board.
- **Maintenance:** The Website and Social Media accounts should be maintained by current members of the LWVHC Website/Social Media Committee. Maintenance and upkeep of accounts should follow guidelines set out below.
- **Review of Website:** The LWVHC Board is responsible for reviewing the website on an annual basis. Program Chairs are responsible for reviewing and updating the content of their area(s) on a regular basis.

Guidelines for Use of Website and Social Media

- **Approval:** All content of the Website shall be approved by the LWVHC Website/Social Media Committee prior to posting. All information or activity on social media sites, such as photos and text will be approved by the LWVHC

¹ See LWVUS Facebook Posting Guide for Local and State Leagues <http://forum.lwv.org/member-resources/article/twitter-guide-state-and-local-leagues>

² See LWVUS Twitter Posting Guide for Local and State Leagues <http://forum.lwv.org/member-resources/article/facebook-posting-guide-local-state-leagues>

Website/Social Media Team. Activity on social media is the purview of the LWVHC Website/Social Media Committee.

- **Brand:** Brand website/social media sites with an appropriate and official League Logo.
- **Maintain a Good Reputation:** Reflect the League values of civility, respect for others, and nonpartisanship in all writing.
- **Speak with “One Voice”:** Know and be faithful to the League’s positions. Be careful to never use the name of the League when expressing an opinion contrary to a League position. Make sure you have authority to speak on behalf of your League and that all content has been properly vetted.
- **Remain nonpartisan:** When in doubt, consult the League’s nonpartisan policy. The League is nonpartisan in that it never supports or opposes any political party or candidate. The League may, however, support or oppose particular ballot measures in line with positions adopted as a result of study and/or consensus reached on program issues. Individuals within the League are encouraged to actively support the political parties or candidates of their choice unless they hold sensitive League positions.
- **Develop a Credible Voice:** through engagement, humility, authenticity and transparency. Respond to legitimate user/member/reader concerns in a timely manner, and make sure contact info—an email or a link back to the LWVHC NC contact page on its website—is readily accessible.
- **Use the Full Name or Abbreviation of the League:** Whenever creating a user-name or an account online—such as a Facebook Group or Page, or Twitter account, specify “League of Women Voters of Henderson County, North Carolina” or LWVHCNC.
- **Use Common Sense and Good Judgment:** Refrain from writing, posting, blogging or tweeting anything, including photos or video, that could be perceived as reflecting partisan, sexist, gender, sexual orientation, racial, religious, ageist, ethnic or other bias or favoritism that could be used to tarnish the League’s reputation or credibility.
- **Heed Security Warnings and Pop-ups:** If your security software sends you a message like, “A process is attempting to do ryxe.exe. Do you want to allow this?” – **Never say “yes” unless you know these actions are safe.**
- **Respond to Media Inquiries Appropriately:** Posts to social media sites may attract media attention. If contacted by the media about social networking activities that relate in any way to the LWVHC, members should refer the media to the Board.
- **Respect Copyrights and Fair Use:** Always give proper credit for others’ work, and double check that you have the right to use something with attribution before you publish.

Adopted February 5, 2015

Reviewed August 2016

