



MSLO Social Media policy

Date and version

The policy was drafted on April 15, 2022. Version 1.0

Introduction

Main Street Leakesville Organization (MSLO) understands that the world of technology keeps changing. Therefore, we are committed to ensuring that we embrace modern methods of communication and sharing information. However, we also understand that some modern methods of communication require regulation so that they can be more effective. We ask all our volunteers and other stakeholders to read and understand social media policies listed below thoroughly. We expect all the volunteers of MSLO to behave responsibly on social media and treat all people with respect.

MSLO Values

The organization has operated for over 5 years and we strongly value all our stakeholders. We are committed to ensuring everyone associated with what we do is happy and finds value in our products. Our mission is to be an effective component of revitalizing and supporting Leakesville and community. Our key values are honesty, fairness, responsiveness, transparency, friendliness, collaboration, integrity, or sustainability. We believe that our volunteers can uphold these values by behaving responsibly on social media.

The purpose of the Organization is for charitable and educational purposes, more specifically to encourage, promote, and foster community relationships and revitalization within Leakesville. Further, the corporation shall organize and promote constructive relationships between local governments, bodies, and private business and citizens. Support charitable and educational organizations whose primary interest is to preserve and develop the beauty and economic stability of Leakesville and to improve the quality of life of the citizens therein. The Corporation shall actively promote a positive climate

for the growth of business, industry, and agriculture. The Corporation shall support Leakesville by helping to improve the quality of life for its citizens.

Also, the Organization's purpose is to stimulate the economic development in Leakesville through organization , promotion, design, economic vitality and to receive, administer and distribute funds in connection with any activities related to the above purposes; provided that the corporation shall only engage in activities that are in the purview of section 501(c)(3) of the Internal Revenue Code.

Social media policy

- 1. Every volunteer should be careful when using social media and consider the effects of their actions on other people.*
- 2. Every volunteer should be watchful when sharing and posting private information on social media. Be cautious about identify theft ad phishing.*
- 3. Always explain that whatever you post on social media about the organization are your personal views unless you have authority to do so.*
- 4. Respect the privacy and confidentiality of the organization and all its stakeholders. Avoid sharing financial data and other legal information of the organization on personal social media accounts.*
- 5. Listen to what others are saying in your community and make it a priority to respond in a positive, quick and informative manner. This is primarily the responsibility of Media Coordinator or alternate designee. Please refer all complaints to the Media Coordinator or designee for a well-crafted response.*
- 6. Refrain from political activities, propaganda or attempting to influence legislation. The Organization shall not participate in or intervene in any political campaign on behalf of or in opposition to any candidate for public office.*
- 7. When you use photos of children or names of clients, you need their permission. Inform them of the social media channels you plan to use — there's a big difference between getting someone's permission to use their photo on a brochure and using that same photo in a blog post or on your Facebook page. Photos or videos posted on social media can be widely shared, and often will.*

8. *Media Coordinator will oversee the content shared and insure it is attributed to responsible parties and will copyright the content created by MSLO. Weigh the value of keeping complete control of your content against the value of sharing. Some nonprofits copyright all material and ask permission for others to share it, while others adopt a more open approach that lets others repost freely. The latter, called a Creative Commons license, lets you maintain some control over how your content is used by setting guidelines for attribution and whether other users can modify your content or use it for commercial use. (See the [Creative Commons website](#) to learn more.)*
9. *Ask permission before reposting content you did not create, if necessary. It's OK to link to something as long as you don't pass the content off as your own, but do not assume anything you find online is free to repost.*

Social media usage related to MSLO

MSLO discourages all its volunteers to avoid using social media to promote oneself or personal interests. (ref. Bylaw article III C.F, Article XIV A, B)

Avoid negative posts or comments on social media that will damage the reputation or purpose of MSLO.

Filter all social media posts through the Media Coordinator or designee to insure reflecting a positive image including grammar and spelling for MSLO.

Clarification

Employees and members of the public are encouraged to contact the company via this telephone 601 394 2383 number and email address mainstreetleakesville@gmail.com if they have any concerns or questions about MSLO social media policies.

Assigning roles

MEDIA PROMOTIONS COORDINATOR

Job Description:

- Creates an organization brochure

- Coordinates production of PR, graphic image, and other promotional materials
- Creates informational brochures, maps, and guides
- Creates special event flyers, pamphlets, and poster in conjunction with Events committee
- Oversees production of newsletter or blog for the website
- Maintains website
- Retail and business member promotions

FAQ:

- **Who will be the person interacting with your community through social media?** Media Coordinator
- **Who maintains the Twitter feed, and who posts to Facebook?** Media Coordinator
- **Is it one person, or several?** One person will primarily be responsible for all social media and web posts. A different person will be designated as a backup.
- **Who is responsible for finding content?** Content for posts will be submitted by Committee Chairs, or Executive committee members as described in the job descriptions of each to the Media Coordinator.
- **What content can be posted?** Posts should be limited to only things that will reflect the purpose of MSLO. Refrain from personal photos, personal posts, unrelated posts that do not support the mission and purpose of MSLO.
- **Who will respond?** Both positive and negative comments will be addressed by the Media Coordinator or designee.
- **Will you do it public or take the discussion offline?** The media coordinator or designee is responsible for addressing positive and negative comments. If the comments are positive and would promote the image of MSLO they can be made publicly. If the comments are negative, inflammatory or would reflect negatively upon MSLO generally they should be addressed offline or privately.
- **How will you respond to posts that contain inaccurate information, vulgar or inflammatory language, or information that purposely or inadvertently identifies clients(stakeholders) in a way that breaches their privacy?** a post with misinformation in it will

be addressed by the Media Coordinator or chairperson with permission in order to correct misinformation publicly. Consider removing comments that will damage your community or that include vulgar or inflammatory language. Some negative posts are better left unanswered, especially if a response is likely to incite the poster into further action.

Remember, social media works best when it is current, active and responsive — it's easier to allow for that when everyone is clear about who can post, when and how often. It's often easier to keep content organized if the social media strategy is owned by an individual or small group.

*Whether you're posting about your organization's work or events, or sharing interesting information related to your field, there are plenty of topics to post about. Use your policy to narrow your focus to fit with your core values or organizational goals. Find your niche and **creating or sharing mission-related content, you're more likely to draw people in and entice them to return, and more likely to find the right audience for your nonprofit.***

This is also the time to consider what types of content should never be posted or posted only with approval. This can be as simple as maintaining a certain image for your organization, or as complex as protecting it from legal problems. Other 501(c)3 organizations might be concerned with activities that could be considered lobbying as they could endanger the foundation's nonprofit status.

Don't just reply to negative comments — be a part of the conversation and reply to positive or neutral comments to create a rich, informative environment for your audience. Answer questions that arise, invite others into the conversation, and thank people for participating. Your responses put a human quality to your content and can create a feeling of goodwill in your community. Let your organization's core values and mission inform your response policy.

Submitted for Board consideration

April 25, 2022

Adopted and approved May 24, 2022

