

## **CAA / API Equality Social Media Policy: Guidelines and Best Practices for Engaging in Social Media**

### **Social Media Policy Overview**

CAA staff are encouraged to actively engage in social media and social networking on behalf of CAA as brand ambassadors.

The purpose of the Social Media Policy is to provide a set of guidelines and best practices to empower you to represent CAA professionally when using social media. The policy is not designed to dictate personal behavior, but to help in providing guidance regarding those actions and activities that impact the organization or your role within the organization. The intent is to balance empowerment and accountability.

This policy is meant to be a living document that reflects the culture, goals and capabilities of CAA. As goals, capabilities and experiences evolve, the policy will be revised to reflect those changes.

Please read the Social Media Policy: Guidelines and Best Practices for Engaging in Social Media. If you have any questions or suggestions, please contact John Fong.

### **I. GUIDELINES**

#### **CAA SOCIAL MEDIA GOALS**

The following goals should serve as general guidelines for types and styles of content to be included in social media.

- Identify existing and potential opportunities for reaching and engaging clients, community members and other stakeholders, based on existing roles and activities.
- Inform and educate clients, community members and other stakeholders on local, national and international issues relating to CAA work, history and values.
- Fundraising

#### **Successful engagement - defining success**

CAA will develop annual outcomes to define successful engagement in social media for both for the organization and each participant. The annual outcomes should be based upon recent successes and areas identified for improvement.

For 2012, the social media outcomes that define success are:

- Social media integration into fundraising and advocacy campaigns.
- Using social media metrics to inform planning on advocacy campaigns in terms of messaging and other outreach strategies.
- Audience identification and targeted messaging
- Organizational cultural change to embrace social media, including the values delineated in this Social Media Policy.

### **ROLES AND ENGAGEMENT**

The following named individuals have been empowered with specific social media roles.

#### **1. Subject matter experts (SMEs)**

SME's are encouraged to post, comment and respond on CAA's Facebook in their subject area. Content can be CAA sponsored activities, news items of interest, calls to action and/or questions to start a conversation.

SME's will post as CAA rather than as an individual.

- Benita Benavides            Local hiring, City College, worker rights
- Grace Lee                    Policy, race, ally work
- Jessica Wan                 Employment, newcomer issues, Chinese language articles
- Michelle Yeung             Immigration, CAAPA, SFILEN, leadership development
- Susan Hsieh                CAA events and org announcements
- Vanessa Coe                API Equality

## 2. Social media spokespeople

Social media spokespeople's post on broader issues as fits goals of the AACRE, CAA or API Equality. Their roles include writing email blasts; posting on CAA's Facebook page, commenting and responding on blog posts, Facebook, Twitter, etc.

Spokespeople will post in their own name.

- Jenny Lam
- Vincent Pan
- Tawal Panyaconsit

## 3. Social media administrators

Social media administrators can create social media accounts on behalf of CAA, add or delete content on CAA's Facebook page, YouTube and Twitter accounts; review and advise SMEs and social media spokespeople on their content; provide training as needed.

- John Fong
- Susan Hsieh
- Victor Hui

Social media administrators will moderate comments and postings by internal and external users. This includes the permission to delete comments and postings that are deemed inappropriate *as established by our Commenting Policy*. Moderators may need to consult with the Executive Director if a precedent for deleting a certain type of post has not been established.

Susan Hsieh, the Communications & Membership Manager, will regularly monitor the CAA page to check for comments, likes, and what kinds of posts are going up to keep diversity.

## 4. Social media committee

The social committee will meet monthly to discuss, evaluate, and strategize.

The committee is also the forum where new ideas for social media engagement or roles can be discussed. When developing new ideas, the following questions should be taken into consideration.

- What are your goals?
- How would this idea serve your goals?
- Who is the audience?
- What is the timing? A specific date or more flexible timing?
- What would your role be?
- What do you need to make it happen?

The members of the Social Media Committee shall be the SMEs and the social media administrators.

## II. BEST PRACTICES (TIPS)

### 1. Write about what you know.

Focus on your area of expertise and refrain from speculating. Only SMEs should post on their subjects. If you find something interesting but it's not your subject, forward it to the appropriate SME and they will decide. If in doubt, don't post; or ask someone before posting.

If you have questions about your writing skills or tone, ask an administrator. But don't let those questions deter you from being a part of the conversation.

### 2. Distinguish facts from opinions.

When speaking on behalf of the organization, it is best that information shared is based on facts provided, unless you have been asked to provide an opinion piece.

### 3. Focus on quality, not quantity.

One great Facebook post about a policy update, a success, or details on how fans can better connect with CAA has greater value to the organization, its brand and its goals, than several random posts that are unrelated to or inconsistent with its goals

### 4. It's OK to reuse the wheel.

Intersperse original material with links to good articles or videos from other people or organizations. Pair each link with a sentence describing how it's relevant to your audience and your organization. Remember to tag/share/credit other organizations' posts.

### 5. Ask questions to get the conversation started.

Most people like to share their opinions, so asking a question might get a conversation started. But not every question will get a response because conversations on Facebook and Twitter are more like elevator chitchat than dinner party debates. Ask questions that people can answer in less than 20 seconds. Use "what" and "when", rather than "why" or "how".

Finally, social media provides a great opportunity to engage in conversations with clients, donors, partners, communities and other stakeholders. Take advantage of the opportunities. **Listen. Be active. Be timely.**

## III. STANDARDS OF CONDUCT

Each staff member's role as a representative of CAA is greatly valued. Following are guidelines for ensuring we are all representing the organization appropriately.

1. Remember that everything online is discoverable. Do not make comments or share information that is inappropriate for privacy, security or other reasons.
2. Mistakes happen. If you feel something has gone wrong or may create problems, contact a social media administrator immediately so the issue can be handled properly and in a timely manner. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), we can consult with the group quickly on how to deal with it.
3. Refrain from posting about controversial or potentially inflammatory content that is outside the scope of the organization's work.
4. Refrain from commenting on any controversial or potentially inflammatory content. If you believe content needs to be flagged, please contact a social media spokesperson (Vin, Jenny or Tawal).

5. Avoid personal attacks. If you come across 'violent' or inappropriate content, do not respond. Please contact a social media spokesperson.
6. Communications from inside CAA, including emails and IMs among employees, clients, partners and vendors are considered private. If you are interested in quoting internal documentation, please contact an appropriate member of the Leadership Team responsible for the content.
7. Be thoughtful and respectful. Anything you post, tweet or comment on in your role as a CAA staff member may be perceived as supported by CAA. Be professional and respectful at all times. Assume that everything you do and say online will essentially 'live' forever.
8. Respect privacy. All postings on social media must comply with CAA policies on confidentiality and disclosure of proprietary information. Confidential information includes things such as unpublished details about our campaigns, details of current projects, financial information, research, and personnel data. If you are unsure about the confidential nature of information you are considering posting, consult your supervisor, or a Leadership Team member
9. Respect copyright laws. It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including CAA's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.
10. Act professionally, especially when discussing controversial issues. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates.

### **Personal Social Media Use**

In addition to your social media roles, staff are free to publish or comment via social media through their personal accounts. The above Best Practices and Standards of Conduct will apply to the extent staff identify themselves as a CAA employee. In addition, staff must adhere to the following principles on all occasions.

- Behave transparently. Make it clear when you are blogging, tweeting, commenting or using Facebook as a staff member. Avoid 'astroturfing' or pumping up CAA as though you are not associated with the organization.
- Don't forget that you are responsible for what you write or present on social media. You can be sued by other employees or any individual that views your social media posts as defamatory, harassing, libelous, or creating a hostile work environment.
- All organizational policies that regulate off-duty conduct apply to social media activity including, but not limited to, policies related to illegal harassment, code of conduct, nondiscrimination, and protecting confidential and/or proprietary information.
- Employees may not use organizational equipment for non-work-related activities without permission. Additionally, our policy on Use of Computers and Electronic Media apply to social media use at work, including our policy that personal use of our computers, including personal social media activities, should not interfere with your duties at work. We monitor our facilities to ensure compliance with this restriction.

Violation of this policy may lead to discipline up to and including the immediate termination of employment.

## IV. RESOURCES

### 1. KEY CONTACTS

**Have questions or ideas? Following are your contacts:**

- Victor Hui for technical help
- Susan Hsieh for messaging help
- Grace Lee, Jenny Lam or Vincent Pan for CAA's stance on an issue

### 2. IMPORTANT LINKS

CAA has established an online presence on a number of platforms across the Internet. Here are links where you will find us on the social web, as well as on internal networks.

#### **Social Sites**

- <http://www.facebook.com/caasf>
- <http://www.twitter.com/CAAsanfrancisco>
- <http://www.youtube.com/CAASForg>
- <http://www.linkedin.com/company/chinese-for-affirmative-action>
- <http://www.flickr.com/people/caasf/>
- possibly Picasa in the future
- possibly Pinterest in the future

#### **Other Sources**

Intranet:	URL to be determined
Google Docs:	<a href="http://docs.caasf.org">http://docs.caasf.org</a>
Other policies:	CAA Personnel policy CAA Facebook Commenting Policy