Rotary District 7690
Social Media Engagement Policy

Purpose
Social media offers the opportunity for people to gather in online communities of shared interest to create, share, and consume content and engage with other people online.

Globally the interest and participation in social media is growing at an ever-increasing rate as more and more people connect online via the various mediums available. Organizations and groups of people are recognizing that social media offers new opportunities that will help organizations and groups grow by engaging in conversations with others with shared interests.

Rotary District 7690 appreciates and understands the value in using social media to build more meaningful relationships with members, volunteers, communities, and other relevant partners. Rotary embraces social media as important tools for community engagement and creating volunteering opportunities. Rotary also encourages its members to use social media in a personal capacity as a way to reach out and share information and views with friends and communities.

With the rapid growth and application of social media, Rotary District 7690 recognizes the need to have a policy which ensures that members who use social media either as part of their volunteering or in a personal capacity have guidance as to the organization's expectations where the social media engagement is about Rotary, its services, its people, its community partners, and partner organizations.

The three **Pillars of Social Media Engagement** are therefore 'guardrails' designed to protect the interests of members and the organization. In brief, the three pillars ask that when engaging in social media, you follow these guidelines.
- **Representation**: you be clear about who you are representing
- **Responsibility**: you take responsibility for ensuring that any references to Rotary are factually correct and accurate and do not breach confidentiality requirements
- **Respect**: you show respect for the individuals and communities with which you interact.

These pillars apply when
- You represent Rotary on social media platforms and are using a social media platform for Rotary related matters and communication
- You choose to make references to Rotary, its members, and its work and partner organizations when you are using a social media platform in a personal capacity.

If you are officially charged with representing Rotary in social media or if you are discussing Rotary or Rotary business related issues in your personal use of social media platforms, you are required to adhere to this policy.

This Social Media Engagement Policy does not apply to personal use of social media platforms

where you make no reference to Rotary business or related issues.   It only applies to occasions where the member makes reference to Rotary.

If you require clarification about aspects of this policy and how it applies to your own circumstances, please contact Past District Governor Phil Morris for assistance.

Social Media Tools
Social media tools include (but are not limited to) the following:
- Social networking sites e.g. Facebook, LinkedIn, Google+, Friendster, Bebo
- Video and photo sharing websites e.g. Flickr, YouTube, Pinterest, Vimeo, Instagram, Vine, Tapiture
- Micro-blogging sites e.g. Twitter; Tumblr
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- Online encyclopedias such as Wikipedia
- Any other web sites that allow individual users or companies to use simple publishing tools.

Application
Rotary District 7690's Social Media Engagement Policy applies to all District 7690 Rotary clubs and the members of those clubs.

Personal Use of Social Media Platforms
This section outlines how our three pillars of Social Media Engagement apply if you choose to make references to Rotary**,** its members, its services, its partners or related organizations when you are using a social media platform in a personal capacity.

It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Rotary position.

Representation
You are required to
- Identify yourself as a Rotary member
- Ensure you do not imply in any way that you are authorized to speak on Rotary's behalf
- Ensure you do not knowingly use the identity of another Rotary member
- Be mindful during your social media engagements of the importance of not damaging Rotary's reputation and interests and/or bringing Rotary into disrepute.

Responsibility
You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that
- Any information about Rotary that you provide is informed and factually accurate by checking the District 7690 website or with the relevant District 7690 representative
- Any opinions you state are clearly identified as your own personal opinion
- If you are offering your personal perspective on a matter related to Rotary, be mindful that

your commentary and opinion does not cause, or have the potential to cause, damage to the organization or its interests.

You are also required to
- Use a simple disclaimer to ensure that your stated views and opinions are understood to be your own and not those of District 7690 when you refer to any aspect of, or work done by, Rotary
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Rotary, its members, volunteers and partner organizations
- Think before you post and carefully consider the text, photos and videos from the perspective of those who may see them and react to them.

Respect
You are required to
- Be respectful of Rotary, District 7690, its clubs and members in everything you post online
- Be respectful of all other individuals and communities with which you interact online
- Be polite and respectful of other opinions, even in times of heated discussion and debate
- Adhere to the Terms Of Use of the social media channel you are using and conform to the cultural and behavioral norms of the social media platform being used
- Respect copyright, privacy and other applicable laws when publishing on social media platforms.

Given the rapid development and uptake of social media and its growing relevance to volunteering and Rotary, this policy will be reviewed regularly to ensure it remains relevant and applicable.

January 2014

From:	Patrick Eakes <patrick.eakes@cpeakes.com>
Sent:	Tuesday, July 08, 2014 12:20 AM
To:	copywriter@freshtakeoncopy.com; cjestes@gtatextiles.com; philmorris@rotary7690.org; kmorris@triad.rr.com
Cc:	Rick Snider; geaves@sanfordherald.com
Subject:	follow up from social media meeting
Attachments:	Social Media Policy.pdf; Social Media Policy.docx; Gold Club Achievement Award 2014-2015.pdf

Friends:

Thank you all for taking time to meet last Tuesday. It was an invigorating discussion about social media that introduced a lot of new ideas, at least to this longer-term Rotarian.

I am later than I wanted to be in following up on that meeting, but I have summarized some of the follow up items from our meeting. There is every possibility that I have missed some key points, so feel free to chime in on any items that need to be added.

- We will hold a Public Image session at the Fall Seminars, scheduled for the morning of Sept 13 in Asheboro and the afternoon of Sept 18 in Clemmons. The Public Image session will be a breakout that runs in parallel to the Membership and Rotary Foundation breakouts. Lane and Chris will work on the detailed agenda, but likely topics include the basics of what social media are, why they are important to Rotary Clubs, how to use Facebook, how to use Twitter, and how to have a consistent effort among clubs and the district on these platforms. We agreed to meet 30-45 days in advance of the event to iron out details, so we will need to schedule a meeting around August 1.

- I promised to send the district's new social media policy. It is attached in Word and pdf (same info in each document).

- I will survey clubs during my official visits to see what they are doing currently in social media. That may help us gauge the starting point for the seminars. Visits start later today, so I will start collecting data.

- I mentioned that consistent deployment of Twitter, Facebook, and a club website are each optional gold club criteria (see attached under Public Image section).

- We will use hashtags at all significant district events, so that we can increase our impact and easily see the different perspectives on our time together.

- Taking a cue from the newish RI website, we will develop web pages designed for non-Rotarians. Establishment of these pages and migration of existing pages to Wordpress are a real possibility and need some investigation.

Thank you again for your time and enthusiasm for integrating social media into our branding and public image efforts!

Patrick