



United States Women of Today Social Media Guidelines

Thank you to the Minnesota Women of Today Marketing and Social Media committees for sharing their Social Media Guidelines with the US Women of Today Marketing committee

Social Media Definition

Social media is defined as any online presence for the United States Women of Today. This includes but is not limited to our website, Facebook, Twitter, YouTube, LinkedIn, blog, and other networks. For the rest of this policy, the term “social media” assumes this definition. Each network (such as Facebook, Twitter, etc.) will be referred to as a platform in this policy.

Administrator(s) & Monitoring Committee

1. The Social Media Administrator(s) is assigned administrator rights to social media platforms. Social Media Administrator(s) will be approved by the US Women of Today staff, annually.
2. All new platforms will be set up under coordination with the Marketing committee using a designated United States Women of Today e-mail address.
3. For platforms where multiple administrators can be assigned, at least three must be assigned where one is the USWT Marketing Chair (USWT PR Director.)
4. For all platforms that require a username and password, the National President must have that username and password on file. If that username or password is changed, the National President must receive an update.
5. The Social Media Monitoring Committee will oversee all social media. This Committee is responsible for reviewing all content.
6. The Social Media Administrator(s) and Monitoring Committee shall report to the Marketing Chair.
7. The Social Media Administrator(s) will monitor and update their respective platform in a timely manner.
8. The Social Media Administrator(s) will provide reports and insights (such as number of fans/followers, number of page views) as appropriate for the platform to the Marketing Committee at each meeting.
9. The Monitoring Committee will consist of at least 5 people, and must include the USWT PR Director, and the USWT President, and may include the Administrators.

Posts (for example Facebook and Twitter)

1. Speak respectfully about the organization, our current and potential members, and our partners. Do not engage in name calling or behavior that will reflect negatively on the organization’s reputation.

2. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by the organization and may result in disciplinary action. Inappropriate posts will be removed and/or blocked.
3. All posts should use professional grammar and tone.
4. No United States Women of Today social media venue can be used to promote an individual's business, self, or unaffiliated organizations except in the case of holding an approved fundraiser for the organization.
5. Efforts will be taken to not post any members' personal information on any social media channel without consent of that member.
6. Content publicly accessible to United States Women of Today YouTube Channel or the United States Women of Today blog must have approval prior to being made publicly accessible by the Social Media Monitoring Committee and the USWT Board of Directors.
7. Posts to the United States Women of Today Facebook, Twitter, LinkedIn and other such accounts do not require pre-approval. However, anything that does not conform to the guidelines in this policy will be deleted. This includes posts by the social media administrator or any other posts included on the pages.

Photos and Videos

1. Chapters are responsible for ensuring that photos/videos submitted for posting only contain individuals (members and guests) who wish to have their image posted or tagged online.
2. Any photos/videos taken at United States Women of Today activities or sent to the USWT Marketing chair are assumed to be okay to post on any of our social media unless there has been an opt-out form on file with the National President.
3. If any member sees a photo of themselves that they did not want posted on the United States Women of Today sponsored platforms, contact the Marketing chair or respective administrator of the account with specific details.
4. All photos/videos should positively reflect the organization and not include anything considered pornographic or in poor taste.
5. Any photos/videos that do not conform to this policy will be deleted.

Chapters

1. It is recommended that chapters implement social media guidelines consistent with the US Women of Today guidelines and share these guidelines with their members. States may want to consider implementing social media policies as well.
2. All chapters are subject to these guidelines. The Monitoring Committee may request that a chapter or state remove material from their social media platforms that do not conform to these guidelines.
3. If any member finds any material that appears questionable, the Marketing chair should be contacted immediately with details regarding the questionable material.