United States Women of Today Social Media Guidelines

Social Media Definition:

- Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Pages

- **United States Women of Today**
  - Purpose: Public Business Page, Public Relations Director, President, and Chairman of the Board are informing the general public about the organization and how others can join.

- **USWT Admin**
  - Purpose:Public Group; President, Chairman of the Board, Parliamentary, Treasurer, and Secretary are informing and educating members on various topics.

- **USWT Membership**
  - Purpose:Public Group; President, Chairman of the Board, Membership Vice President, Extensions Director, and Public Relations Director are informing and educating members on various topics.

- **USWT Programming**
  - Purpose: Public Group; President, Chairman of the Board, Programming Vice President, Domestic Violence Awareness Program Manager, Wellness and Personal Development Program Manager, and Public Relations Director are informing and educating members on various topics.

Marketing Committee

- All Social media falls under the Marketing Committee
- Administrators report to the Marketing Committee Chair

Administrator(s):

The following United States Staff will be considered the administrators of all Social Media platforms of United States Women of Today. The definition of Administrator is responsible for creating and scheduling content, responding to interactions, monitoring engagement, and keeping the brand consistent. They also handle basic tasks like tracking analytics, planning content, and supporting advertising efforts.

- President
- Public Relations Director
- Chairman of the Board
- Webmaster

All Administrators must have their own social media to be an administrator.

Moderator(s):

USWT Administration

- Secretary
- Parliamentary
- Treasurer

USWT Membership

- Membership Vice President
- Extensions

USWT Programming

- Programming Vice President
- Wellness & Personal Development Program Manager (WPD)
- Domestic Violence Awareness Program Manager (DVA)

All Moderators must have their own social media to be a moderator.

Switching of Administrators and Moderators

1. Administrators will remain administrators until all new Administrators have been trained and have fully accepted the administrator invite. This should start happening within 5 business days after the annual convention.
2. Moderators will lose access to social media pages 5 business days after the annual convention for the new moderators to be added in a timely manner.
3. Webmaster will remain an Administrator if they are approved through their contract. Webmaster will be updated within 5 business days of the start of their contract start date.

Guidelines for Posting on Pages

1. Posts on any USWT social media must be posted by USWT Staff member, unless it has been approved by the President of the USWT.
2. All posts are to be positive, respectful, and to promote the mission and values of the USWT.
3. Individual chapters/districts/states are not allowed to post on USWT social media.
4. 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.
5. All photos/videos should positively reflect the organization and the Marketing Committee Chair will remove any photos/videos that do not conform to this policy.
6. All posts to be monitored by the administrators and edited or removed as appropriate.