

SUMMARY

SOCIAL MEDIA GUIDELINES: ETHICAL, SAFE AND EFFECTIVE PRACTICAL STANDARDS

The goal of AFP's *Social Media Guidelines* is to both provide fundraising professionals guidance on social media for their workplace and to establish guidelines for Organization leaders to use with their staff, consultants, volunteers, members, stakeholders and affiliated groups. This document also covers the conduct and expectations of the public when participating in an organization's social media or social networking platforms.

Social media is an area that moves quickly and can be challenging, so it is important for Organizations such as AFP to provide resources for members and volunteer leaders. It's also crucial to support the ethical guidelines that already exist with details and applications in the digital age. As the organization that links all the different disciplines of fundraising, AFP is working to bring together all the various pieces of this puzzle and provide a comprehensive view of social media. *Please access the full Guidelines for the complete standards, guidelines and examples.*



Ethical, Safe and Effective Practical Standards

Organization and Affiliate Organization Staff, Consultants, Volunteers, Members and Stakeholders

Organizations fully respect the legal rights of its employees, consultants, volunteers, members and stakeholders. In general, what a person does on their own time is their affair. However, activities in or outside of work that affect job performance, the performance of others, or Organization business interests are a proper focus for Organization policy.

The following guiding principles apply to Organization and Affiliate Organization staff, consultants, volunteers, members and stakeholders who are asked to participate in social media as part of their job or Organization responsibilities, or who participate to advocate and advance professional fundraising interests and endeavors or personal interests related to charity and nonprofits. Failure to abide by these guidelines could put a person's participation, employment and membership with the Organization or Affiliate Organization at risk.

- 1. Follow Appropriate Industry Laws and Guidelines**
- 2. Be Informed and Interesting – and Listen**
- 3. Always Be Respectful, and Be Polite When Disagreeing**
- 4. Make Sure You Properly Attribute All Content**
- 5. Be Responsive**
- 6. Use Discretion At All Times**
- 7. Transparency, Honesty, and Integrity Are Paramount**
- 8. Don't Mix Worlds – Know the Line Between Professional and Personal**
- 9. Be Authorized and Official**
- 10. Respond to Violations of Standards**

Public (Non-Members/Non-Stakeholders)

By participating in Organization and Affiliate Organization social media (forums, discussions, blogs, etc.), public users agree they will not do the following:

- 1. Post material that the Organization or Affiliate Organization determines is threatening, harassing, illegal, obscene, defamatory, libelous, or hostile towards any individual or entity.**
- 2. Post phone numbers or email addresses of yourself or any other individual or entity in the body of your comments.**
- 3. Post material that infringes on the rights of the Organization or any individual or entity, including privacy, intellectual property or publication rights. This includes the improper use of (but is not limited to) images, logos, videos, content, documents, white papers, etc.**
- 4. Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization.**
- 5. Post chain letters, post the same comment multiple times, or otherwise distribute SPAM.**
- 6. Allow any other individual or entity to use your identification for posting or viewing comments.**
- 7. Post comments under multiple names or using another person's name.**

If a user is found to be in violation of any of these Standards, Organizations and Affiliate Organizations reserve the right to:
(a) Ban future posts from people who repeatedly violate the Organization's terms and conditions. Such bans may be affected by refusing posts from specific email addresses or IP addresses, or through other means as necessary, and/or
(b) Remove or edit comments at any time, whether or not they violate these terms and conditions.