**Social Media Policy Guidelines**

All Girls Inc. staff should be advised on the use of social media nationally and locally, how their roles and responsibilities relate to social media, its potential as a powerful tool to demonstrate the difference we make in girls’ lives, and opportunities to set positive examples for girls.

When developing a social media policy, please keep these elements in mind.

**1) Defining your social media strategy and tactics**

Social media should be aligned with communications objectives in support of affiliate and network-wide goals. It should be part of an integrated communications plan. Your social media strategy should outline the different social media channels your affiliate uses and the role of each.

**2) Process for approvals, questions, etc.**

It is important that everyone in the organization knows who is responsible for social media: the day-to-day management and monitoring, editorial direction, and approval for new outlets or campaigns. A hierarchy of approvals should be outlined for new campaigns or in case of a communications crisis. Specify how the Executive Director is kept informed and aware of social media activity.

**3) How and when staff monitor, post, and respond**

Outlining how those who run your social media operate it is also helpful in defining how this fits within other responsibilities, frequency of posts, and how others can submit information to share. Encourage collaboration cross the Girls Inc. network by sharing each others’ posts and inviting conversation.

**4) How girls are included**

Girls’ stories should be shared as a way to make our mission come to life and show how we change the lives of those we serve. These stories may contain sensitive or difficult challenges that should be discussed respectfully. Parental permission is required for sharing a girl’s story online. Do not include personally identifiable information whenever possible (ex. use only first name and age).

Older teens may be more active in lending their knowledge of social media trends or brainstorming possible contributions. This is an opportunity to discuss how they want to present themselves positively online as they do in real life. It can also open doors to exploring careers related to digital media.

**5) Personal representations of Girls Inc.**

Sharing a personal commitment to our work has great potential to contribute to the visibility of the organization. If employees or volunteers choose to identify themselves as connected with Girls Inc., they should conduct their online lives in ways that reflects our values.

Political or religious beliefs should not be discussed or must be respectful and clearly noted as their own. They should also be aware that all posts, photos, and comments (related to Girls Inc. and otherwise) reflect on their affiliate and the Girls Inc. network, and that they may be seen by the girls we serve and their families.

**6) Legal items**

Address basic legal parameters. A media release that specifies Internet and social media usage must be on file for anyone appearing in a photo or video. Similarly, Girls Inc. must respect all copyright and intellectual property regulations in their social media. For example, a YouTube video should not include a pop song if you have not received permission to use it.

Girls Inc. understands that social media is constantly evolving, and that organizations’ use of social media and policies surrounding must be flexible and adaptive. We thank our affiliates and their staff and volunteers for contributing to our online presence.