

# SOCIAL MEDIA POLICY

## 1. GUIDING STATEMENT



Bakersfield Sister City Project Corporation realizes the value and importance of social media. We also recognize the growing influence of social media and its widening scope.

Bakersfield Sister City Project Corporation has implemented the following social media policy to help our members understand and adhere to standard responsible social media practices, put in place to protect the members, and Bakersfield Sister City Project Corporation.

Any member of Bakersfield Sister City Project Corporation may elect to create a blog, contribute online, or participate in an online social network of any kind.

## 2. POLICIES FOR SOCIAL MEDIA

Any time you participate in social media, you are posting on your own behalf unless expressly requested by Bakersfield Sister City Project Corporation to post on the Corporation's behalf (i.e., social media). Any posts on social media or other online publishing should be made under your own name.

When posting anything that may be associated with you, it is vital that you post a disclaimer such as: "the opinion expressed here is entirely my own and does not necessarily represent the views or opinions of Bakersfield Sister City Project Corporation."

If you identify yourself as a Bakersfield Sister City Project Corporation member via social media, your opinions and viewpoint must reflect the responsibilities of your position.

Always adhere to copyright standards and respect the intellectual property of others when utilizing social media platforms or other online publishing forms.

Do not, under any circumstances, disclose any personal information about Bakersfield Sister City or its Members. Any rumors, slander, or confidential information shared via social media may have a significant negative impact on Bakersfield Sister City and its reputation. Legal action may be brought against the individual responsible for the publication of this information.

Remember that, as a member, you are an ambassador for Bakersfield Sister City Project Corporation, and your manner in all situations, including online, should reflect that in a positive way.

When posting pictures or any other information of children under the age of 13 members will follow The Children's Online Privacy Protection Act (COPPA). A parental consent form is required to post pictures or other information about a child under the age of 13.

### 3. BEST PRACTICES

Always respect your audience. In every situation, use social media as a respectful tool to share ideas and information. Be especially mindful when dealing with sensitive subjects such as politics and religion.

Share content intelligently. If you publish an item professionally, you may help to strengthen the community of Bakersfield Sister City Project Corporation. Make sure what you publish is helpful, valuable, and promotes the principles of Bakersfield Sister City Project Corporation.

Protect your privacy. Always think twice before posting, and remember that what you share may remain in the public domain for a long time afterwards. Make sure you are protecting your own privacy and that of Bakersfield Sister City.

Members are responsible for ensuring that their online activities do not interfere with commitments to Bakersfield Sister City Project Corporation.

### 4. ACCEPTANCE

I attest that I have read this Social Media Policy in its entirety and do understand all policies contained therein. I will uphold the standards set forth in this document, and will maintain appropriate and professional conduct when accessing social media.

Members Name (Printed): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_