

## **Volunteer Social Media Policy**

Your social media presence is a powerful tool! It provides a gateway to untapped participants and growing space for relationship building and engagement. The Kutztown University Foundation believes in a balance between consistency as a community and the individuality of each volunteer.

We encourage the responsible use of social media and set out what we expect from our volunteers when using social media. It is important to remember that we are all ambassadors for the Golden Bear Community and social media is public.

This policy aims to:

- Give clear guidelines on what you can say about the organization
- Comply with legislation and protect you as a volunteer
- Help you draw a line between your private lives and your volunteering work
- Protect the organization against liability for the actions of volunteers
- Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

### **Policy Statement**

We recognize that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to the work of the Kutztown University Foundation, using a wide variety of social media, such as Facebook, LinkedIn, Twitter and Instagram.

This policy aims to protect anyone volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense.

### **Who is covered by the policy?**

This policy covers volunteers. There is a separate policy for employees and vendors.

### **Purpose of the policy**

- This policy deals with the use of all forms of social media – including Facebook, LinkedIn, Twitter and Instagram.
- It applies to the use of social media for volunteering and personal purposes, whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using our facilities and equipment or equipment belonging to the volunteers.
- If you are found to be in breach of this policy, the Assistant Director of Communications will have the right to address this.
- You may be required to remove postings, which are deemed to constitute a breach of this policy.

### **Personnel responsibility for implementing the policy**

The Assistant Director of Communications has a responsibility for operating within the boundaries of this policy, ensuring that all volunteers understand the standards of behavior expected of them and taking action when behavior falls below this.

All volunteers are responsible for the success of this policy and should ensure that they take time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the Assistant Director of Communications.

Failure to adhere to this policy will be handled on a case-by-case basis by the Assistant Director of Communications.

### **Guidelines for responsible use of social media**

The following sections of the policy provide volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

Volunteers must not post disparaging or defamatory statements about:

- Kutztown University
- Kutztown University Foundation
- Kutztown Folk Festival
- KUF staff, our donors, volunteers or members of our Golden Bear Community
- Other affiliates and stakeholders

Volunteers should also avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.

You are personally responsible for what you communicate on social media – as part of your role or on personal sites. Remember that what you put on social media will be available to be read by anyone, including colleagues, volunteers, future employers and people you do not know for a long time. Keep this in mind when you post content. **If in doubt, do not post it.**

If you plan to use a photograph or quote from someone on social media, you must obtain their consent first.

Please do not tag anyone in photos on social media. This is because the person in the image may be vulnerable or under 18.

There is no obligation for volunteers to link their personal social media to any Kutztown University Foundation social media account.

Please do not set up a social media account, which represents a Kutztown University/Kutztown University Foundation group, before speaking to the Assistant Director of Communications first.

You are responsible for the privacy settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

Remember that you must always respect confidentially and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to the Assistant Director of Communications. **Confidential information includes things such as unpublished details about our work, details of current projects, information held on our supporters, clients, staff or volunteers.**

If you are uncertain or concerned about any post you are about to make, do not post it. Speak to the Assistant Director of Communications first.

Do not list yourself or your agency as a partner of the Kutztown University Foundation if you do not have a partnership agreement in place. If there is a need for clarification, please consult the Assistant Director of Communications.