



## Social Media Policy Template

*This social media policy was submitted by a Twin Cities nonprofit that uses a combination of social media platforms as a part of their communications and marketing plan. The policy primarily addresses the use of social media on behalf of the organization.*

**Who:** A single voice is preferred in all online interactions. Currently, *staff member's name* provide the singular voice to monitor, update and post on *organization's* social media accounts. Efforts need to be made to [NONPROFIT ABC]'s accounts to reflect this.

**Content:** [NONPROFIT ABC] uses social media to highlight its own material, including programs, blogs, new content to the Web site, reports and other [NONPROFIT ABC]'s resources. Posts from [NONPROFIT ABC] include at least one-third content from trusted sources that promote outside resources. These include Minnesota media outlets, nonprofit associations, nonprofit publications and social media experts.

**Frequency Goals:**

- Twitter: one to five tweets per work day
- Facebook: two to five posts per week
- LinkedIn: one to five posts per month

**Tracking Interactions and Evaluating Success:** [NONPROFIT ABC] should track its interactions whenever possible on all social media by using the available technology. Currently this technology includes:

- Hootsuite for tracking clicks from Twitter and Facebook posts
- Facebook Insights for tracking interactions and demographics.
- Google Analytics for tracking referrals to sites

**Confidentiality:** Employees shall not post confidential information on [NONPROFIT ABC]'s and personal social media accounts. This includes financial information, legal matters, organizational internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes or methodologies, circulating rumors, colleagues or members personal information. Employees posting on behalf of [NONPROFIT ABC] are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and take full responsibility for their communication.