

We are proud of the work we do at the Community Foundation of Tampa Bay and consider social media (particularly LinkedIn, Facebook, Twitter and YouTube) to be a key means to help spread the word about CFTB and the nonprofit community as a whole.

Those who work and partner with us are encouraged to participate in social media on behalf of CFTB to the extent they are comfortable as a way to grow and expand our messages (by posting, sharing, tweeting, liking or other social media avenues). In order to avoid confusion or misunderstanding, this policy sets a few guidelines on how best to engage as an identifiable employee; board, council or committee member of CFTB; or as a partner who supports CFTB's mission.

On Official CFTB Channels

The Community Foundation of Tampa Bay uses social media to highlight its own material, including programs, blogs, new content to the Web site, reports and other resources, such as links to news articles or research that is of interest or education to nonprofits in general, not just CFTB-related. In fact, best practice dictates that at least one-third of content or more should be from or about other nonprofits; educational material of interest to nonprofits and donors; media stories about partner nonprofits; or material from other related social media experts.

A singular voice is preferred in all official Community Foundation of Tampa Bay social media channels (Facebook, Twitter, LinkedIn and YouTube). Currently, the Vice President, Marketing and Communications, provides the oversight of that singular voice on CFTB's social media accounts. However, this does not mean that the VP is the only person who can post to social media channels as CFTB. It simply means that posts should be discussed in advance to be sure they fall within the established social media plan and schedule.

Frequency Goals:

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

Employees posting on behalf of CFTB should act respectfully and professionally and take full responsibility for their communication.

For Both Company-Sponsored and Personal Social Media

- **Be transparent.** If you talk about CFTB-related matters, be sure your affiliation with the Foundation is clear.
- **Be responsible.** Do not post confidential information, including financial information, legal matters, organizational strategies, rumors or other information that could potentially be damaging, hurtful or misconstrued. Do not misrepresent your role with the Foundation, and make it clear that opinions are your own.
- **Be respectful.** Use good judgment, common sense and care not to denigrate the opinions of others.

- **Protect privacy.** Be careful about what personal information you share, and never share personal information about our donors or partners.
- **Be a brand ambassador.** If you come across compliments or positive comments about the Foundation, please feel free to express appreciation. If you see negative remarks, it is best not to engage personally; please forward the remarks to the VP, Marketing and Communications.
- **Honor copyright, trademark and other legal protections.** Use care to give credit for the work of others and get permission to use work that is trademarked or copyrighted.
- **Be conscientious.** Remember that content posted online can live forever, even if you think you are only sharing with friends or family. Assume that everything you put on social media is public to avoid embarrassment to yourself or the Foundation.

Discipline for Violations

In the case of Foundation employees, violation of the Foundation's Social Media policy will result in disciplinary action, up to and including termination, depending on the nature and severity of the violation. The Foundation reserves the right to take legal action against personnel who engage in prohibited or unlawful conduct. Violations by members of the Board and other volunteers may lead to dismissal from the Board or Committee on which the volunteer serves.