



USATT Board Member Social Media Policy

At USATT we are grateful when board members show online the same dedication and passion they bring to our mission and programs every day. That's why we've created this Social Media Policy. This policy:

- Explains why and how your personal use of social media benefits USATT
- Offers practical tips
- Creates awareness on the board about how our actions and behavior on social media channels may affect the reputation of USATT, even outside the boardroom and workplace

Statement of Purpose

USATT encourages the board's personal use of social media to support our mission and programs. Board member posts on social media can help USATT expand its reach and increase its impact by: helping to raise awareness about the mission and work of the Board and the sport of Table Tennis, building a sense of community among members and potential members, helping to improve the knowledge or skills of athletes, coaches, trainers, managers, administrators, and officials, providing a virtual means to engage members and potential members, and more.

Social media is an effective communication tool but sometimes it can be challenging for Board members to reconcile their public and private social media activities in terms of their role as a board member of USATT. Social media is designed for self-expression and encourages conversations. This policy provides a framework for board members to engage in these activities effectively and ethically.

Please feel free to follow, like, or connect with our official brand presences on social media and share any or all content on your personal social media profiles and networks. However, consider sharing carefully and strategically. Remember that any post or share is likely to trigger reactions that will comment on our organization's programs and official presence. Most of USATT's general content, when shared on social media, will automatically incorporate the title of the content. If you are unsure about what to say, you can simply share without commenting.

Statement of Policy

While serving on the USATT Board of Directors, board members are both granted permission to and are encouraged to use social media as a conduit for informing the public about the programs of the organization. This needs to occur in a professional and ethical manner and consistent with the Board Code of Conduct.

Publication and commentary via social media channels carry similar obligations to other USATT publications or commentary. All uses of social media must follow the same ethical standards that USATT Board members follow in their face-to-face Board practices. Board members must consider the Conflict of Interest Policy, Code of Conduct and Board Member Position Description when posting as a board member on social media sites.

The USATT name may not be used in social media identities, logon ID's and user names without prior approval from the CEO.

Following the Policy

It is best to err on the side of caution. If you are unsure whether or not something is appropriate to post on social media, contact the CEO or Board Chair before making the post live. If a board member, for whatever reason, takes an action that is in conflict with this policy, s/he or she will be contacted by the CEO or Board Chair to resolve the situation and may be asked to withdraw, correct, or revise postings.

Logistics

In order to help distinguish when you're speaking as an individual and when you're speaking as a USATT Board member, you may want to consider setting up two accounts for each of the social media tools on which you post. One account would be used for your role as a Board member the other account would be used for your personal postings.

Here are additional logistical tips about using social media to promote the mission of USATT:

- USATT believes in transparency and honesty. Use your real name, be clear who you are, and identify what capacity you serve in USATT and do not post anonymously, using pseudonyms or false screen names. Do not share Board information with bloggers or other third parties on social media to avoid attribution.
- Use tags when posting USATT content (e.g. #USATT or @USATT) to help ensure your message reaches its targeted audience.
- Post frequently and respond to comments and replies from others quickly and accurately.
- Know and respect your audience, including USATT and its members.
- Be smart and protect your privacy and the privacy of other USATT members by taking simple steps such as avoiding posting personal details, like phone numbers; reading website privacy policies, making use of privacy settings on social media sites, etc.
- Avoid social media arguments and debates and alert the CEO if you see a misrepresentation made about USATT in social media. If you yourself are accused by anyone of posting something improperly, inform the CEO of the situation promptly in order to determine best next steps and to quickly resolve the situation.

Content

Regardless of what account you use for posting as a board member, be sure to limit your board-related posts to sharing public information about the work of the board, news and announcements from the board, etc. Posting personal opinions about individual board members is inappropriate and could be a violation of the Board Code of Conduct. Differences among board members must be respected and encouraged, but once a vote is taken those who dissented must accept the decision and, unless later changed, support its implementation.

- Posts must always be in accordance with the Board Code of Conduct.
- Before posting, ask yourself if the post will improve knowledge or skills of USATT members, if it contributes directly or indirectly to the improvement of USATT, or if it builds a sense of community or it helps to promote USATT's mission.
- As a Board member, you may have access to private or confidential information about the USATT, including information about plans, financials, and personnel. If this information is non-public, it must be held in confidence and disclosure either directly or indirectly is a serious violation of the Code of Conduct.
- Write about what you know (if needed, verify any Board or USATT related facts, dates, etc. with the CEO).

- Remember that what you publish will be around for a long time; consider the content carefully. Strive to make sure it is accurate and professional.
- It is good general practice to link to others' work rather than reproduce it. Adhere to the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including USATT's own trademarks, copyrights and brands.
- Always ask for permission from the CEO before identifying a member or sponsor and never discuss confidential details of any individual's or organization's engagement in USATT.
- Use your best judgment and be sure to make it clear that any views expressed are yours alone and do not represent the official views of USATT. Don't speak on behalf of our organization. (Use a disclaimer if you have your own blog or social media profile.)
- Don't associate our organization and its logo with any inappropriate content.
- Don't comment on our organization's financial performance without prior approval from the CEO.
- Bring out your own personality and say what's on your mind (in a respectful and professional tone), consistent with the Board Code of Conduct.

The following are some examples of the kinds of posts a Board member might share via social media:

- Announcements: "USATT Board meeting coming up, reading through the documents we'll be talking about; looking forward particularly to the discussion on a social media policy for Board members."
- USATT website: "Excited to see the Top 25 Team USA Women on <http://www.teamusa.org/USA-Table-Tennis/Ratings/Top-25-USA-Women>
- Community News: "Proud that a Table Tennis Club is helping out after Harvey: <http://www.teamusa.org/USA-Table-Tennis/Features/2017/September/05/Pong-for-Harvey-Table-Tennis-Club-Helps-Community>
- New projects: "Did you know that USATT is considering....? You can read about it on the USATT website @."

Resources:

- 10 Issues to Address in Your Nonprofit's Social Media Policy, by Gene Takagi, www.thenonproffitimes.com/news-articles/nonprofit-social-media/
- Beth Kanter's Curated Collection of Nonprofit, Government, and Corporate Social Media Policies - <http://bethkanter2.wikispaces.com/curated+collection+of+social+media+policies>
- SAMPLE Social Media Policy, Society for Human Resource Management
- Social Media and Boards, by Laura Otten, USATT Center, www.lasallenonprofitcenter.org/social-media-boards/