

## San Antonio Conservation Society Social Media Policy

Adopted by the San Antonio Conservation Society Board of Directors, March 19, 2014

**Purpose:** This policy covers all social media and digital communications of the San Antonio Conservation Society and San Antonio Conservation Society Foundation (“Society”) employees, board members, members, and volunteers. Social media is a dynamic field that can change quite rapidly. Platforms currently include but are not limited to online networking sites such as Facebook, Twitter, Pinterest, LinkedIn, Instagram, Tumblr, Flickr, YouTube, blogs, websites, iContact, and media outlets.

When you identify yourself as a Society employee, board member, member, or volunteer, people assume that you speak on behalf of the Society. As such, your communications should be transparent, ethical, and accurate. Please act professionally at all times.

**Why We Engage:** As a volunteer-based organization and as a corporate citizen, the Society is making important contributions to our community, the future of preservation, and public dialogue on a broad range of issues. Social media use should:

- Share with the world the exciting things we’re learning and doing at the Society, and open up the channels to learn from others.
- Provide unique, personal perspectives about what’s going on in the world.
- Communicate in a conversational manner that encourages comments.
- Help our members, partners, and colleagues learn and connect.
- Forward the purpose of the Society, which is:
  - To preserve and to encourage the preservation of historic buildings, objects, places and customs relating to the history of Texas, its natural beauty and all that is admirably distinctive to our State; and by such physical and cultural preservation to keep the history of Texas legible and intact to educate the public, especially the youth of today and tomorrow with knowledge of our inherited regional values.

**Guidelines:** Remember that the President of the Society is the official spokesperson for the Society. The Preservation Outreach Manager monitors and moderates all social media and digital communications for the Society, and can answer any questions regarding appropriate topics for comment and/or publication.

- Use the Digital Communications and Social Media Form (available on our website) to request posts, e-blasts, changes, additions, updates, or any other function associated with our websites, social media platforms, and digital communications.
- Follow the Society’s privacy policy, confidentiality guidelines, and Standing Rules.
  - Refrain from political and religious endorsements.
  - Respect brand, trademark, copyright, fair use, and financial disclosure laws.
- Make meaningful comments, respond to others in a timely manner, and respectfully correct misinformation from others.
  - Be honest and transparent – communicate in the first person, never anonymously.
  - Stick to your area of expertise – avoid assumptions or statements not based on your own personal knowledge.
  - Be the first to admit and correct your mistakes.
  - Give credit to and link to the original source / author, and don’t reproduce content without permission, including images.
- If in doubt, always ask the Preservation Outreach Manager or the President to review your words before publishing.