



## Social Network Policies

Today, social media encompasses a broad sweep of online activity, and social media can be a valuable tool for local organizations to advance our mission and attract new constituents. We are also aware that there are basic risks involved in online content that is immediate, easily viewed and shared by many people at the same time, and all online activities are trackable and traceable.

We believe that it is important to establish an identity online with Facebook and other sites. As the web constantly changes and new tools are introduced, new challenges will emerge and this document will change as needed.

Here are the guidelines we will follow regarding the creation of Facebook and other social network pages (Twitter, Instagram, etc.) representing the Special Olympics Rhode Island and any of its local programs:

1. Each local program head coach should designate one approved volunteer to be in charge of the creation and maintenance of their social network site. That person may enlist the services of another approved volunteer to aid the maintenance of the site, but will be responsible for all posts and content.
2. **The Special Olympics Rhode Island Director of Marketing & Communications must be added as an administrator on any local program page (Facebook) or provided with the login information (Twitter, Instagram, etc.) Please contact Gerri Walter to let her know this has happened.**
3. Any images used on the site must be supported by approval from the subject(s) featured in the photograph. Any requests to remove images from the subject(s) must be met promptly. By default, athletes' parents/guardians have given permission to use their athlete's image when they sign their medical release; however, requests to **NOT** use a particular athlete's photo should **ALWAYS** be honored.
4. All Special Olympics language guidelines should be followed at all times.
5. All Special Olympics Rhode Island graphic standards must be used when placing logos on the pages.
6. No profanity shall be allowed on any Special Olympics Rhode Island pages.
7. For Facebook, the settings should be set up so that others are invited to "Like" a page, not be added as "Friends". They should also not be set up as Groups.
8. The page should be updated at a minimum of once a week.
9. Any questions regarding content or posts should be cleared through the SORI Director of Marketing & Communications **BEFORE** being posted to the site.
10. All content should be spell-checked and edited for proper grammar **BEFORE** being posted. Any errors should be corrected immediately.

11. Respect the privacy of SORI staff, volunteers, members and program participants. No private information should be posted to the site for any reason.
12. Comments on the site should be restricted to matters related to Special Olympics, such as reminders about upcoming events or registration dates, announcements about new programs, congratulations of athletes on their performances, etc. Personal commentaries, political discussions or non-Special Olympics matters should be avoided. Any questions regarding the nature of content of a post should be directed to the SORI Communications Director for approval BEFORE being posted.
13. Local program pages are an extension of the statewide program and should be thought of as such. They represent not only your local group, but Special Olympics as a whole. As such, criticism of the state office or SOI is inappropriate on local program and social media outlets. If you have a concern with anything happening at the state or national level, contact the state office directly to discuss the matter.
14. It is entirely appropriate to thank businesses who support our cause and our organization, but we should be careful that sites set up to promote Special Olympics programs don't become overly commercial enterprises. If a business that supports your local program has its own social media site it is also appropriate and allowable to link to, friend, Like or follow their page.
15. Local Program personnel **SHOULD NOT** create Event pages, Fan pages, Websites, etc. for **STATE LEVEL** competitive or fundraising events. This will be handled by the state office. All State Event Pages will allow local programs to invite friends to that event.
16. Do not respond to a negative comment, post or email without prior approval from the SORI Director of Marketing & Communications or CEO.
17. Posts may not include discussions of the use of alcohol and drugs, sexual behavior or bullying.
18. Posts may not contain comments that are derogatory with respect to race, religion, gender, sexual orientation, color or disability. Sexually suggestive, humiliating or demeaning comments are not permitted.
19. Any media requests generated from posts on the site should be directed to the SORI Director of Marketing & Communications.
20. All Special Olympics Rhode Island local program sites or pages must link to the Special Olympics Rhode Island pages and are subject to review by the SORI Director of Marketing & Communications.
- 21.** SORI local programs are not allowed to use social media pages or program websites for direct local program fundraising ***"Donate Now"*** buttons. ***This violates other organization contracts.***

Local programs that do not follow these guidelines will be asked to comply. Continued non-compliance will result in the local program being asked to discontinue their on-line presence.