



Redwood Writers Social Media Policy

General Statement

Redwood Writers (RW), a branch of the California Writers Club, recognizes the importance of the Internet as we endeavor to provide forums for educating our members and the public in the craft of writing and in marketing their work. We also recognize the importance of our members and volunteers in supporting and helping to shape our organization.

This policy governs the publication of updates on social media by the Publicity Team and commentary posted by the general membership RW. For the purposes of this policy, social media means the use of any Internet-based tool for online publication and comments, including blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.

RW Publicity Team members, volunteers, and general members are free to comment on RW social media channels in accordance with this policy. Redwood Writers' members are subject to this policy to the extent they identify themselves as RW members. Members of the general public must also abide by these guidelines.

These guidelines are intended to assist the Publicity Team, volunteers, and general members to make appropriate decisions about: posting on official Redwood Writers' Facebook, LinkedIn and Twitter accounts; and videos, postings, or picture sharing on Facebook, LinkedIn, Twitter and other sites and blogs that may be added to RW social media portfolio in the future.

It is our hope that these guidelines will protect the privacy, confidentiality, and interests of RW and our current and potential members and supporters while also encouraging active participation on our social networking channels.

Note that these policies and guidelines apply only to official RW social networking sites and are not meant to infringe upon members' or volunteers' personal commentary on personal websites, blogs and other social media accounts.

Guidelines for RW Publicity Team Members

- Updates and postings will result in the public forming opinions about our organization. RW endeavors to always be accurate and supportive of its membership.
- The designated Website Manager will review and post all content for the Redwood Writers' website.
- Members of the Publicity Team may at no time post personal or company logos or promote their businesses or themselves including updates to the official RW Facebook and LinkedIn pages or to other RW social networking sites.
- When posting updates on RW social media channels, speak respectfully about RW and our members and supporters. Do not engage in behavior that will reflect negatively on RW reputation.
- Honor the privacy rights of our members. Never publicize confidential information about another member.
- The Internet is about connecting with links, so if you see something of interest to the membership of RW related to the craft of writing or publication, provide a link.
- Restrict updates and comments to or about RW events, writing contests, and information related to the craft of writing and publication. Do not use RW social networking sites for personal book-signings, book releases, etc.
- Topics that are racial, political, or religious in nature or that advance specific social causes are never allowed on RW social media sites. A member of the Publicity Team will remove these postings.
- Submit posts judiciously so that friends and followers are not overwhelmed with the number of postings on their social networking sites. General guidelines for frequency of posts:
 - ✓ *Facebook* - One post per day unless there is an urgent message. There is no limit on comments from our members.
 - ✓ *Twitter* – No more than 6 tweets per day. This guideline may be revised as determined, especially during important events, such as our Annual Conference, when we want increased visibility.

Guidelines for Posting Comments by RW Members

- Posted comments will result in the public forming opinions about our organization. RW endeavors to always be accurate and supportive of its membership.

- If a RW member is developing a website or writing a blog that will mention RW, please notify the RW Publicity Director.
- Personal or company logos may not be included when posting comments to the official RW Facebook page or other RW social networking sites.
- When posting comments on Facebook, please speak respectfully about RW and our members and supporters. Do not engage in behavior that will reflect negatively on RW reputation.
- Honor the privacy rights of our members. Never publicize confidential information about another member.
- Restrict comments to or about RW events, contests, and information that furthers the craft of writing and publication. We request that your comments not include information about personal book-signings, new releases, seminars, etc.
- Facebook "fans" and Twitter "followers" may use these channels to support Redwood Writers' mission.
- Topics that are racial, political, or religious in nature or that advance specific social causes are never allowed on RW social media sites. A member of the RW Publicity Team will remove such postings.
- There is no limit on the number of daily comments members may post to RW social networking sites.
- Redwood Writers asks that all members review and abide by our Facebook posting policy on the profile page of this account.
- By posting comments on RW social media sites, you agree you will not:
 - ✓ Post material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights.
 - ✓ Post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by RW in its sole discretion.
 - ✓ Post advertisements or solicitations of business.
 - ✓ Post chain letters or pyramid schemes.
 - ✓ Impersonate another person.
 - ✓ Allow any other person or entity to use your identification for posting or viewing comments.
 - ✓ Post the same note more than once or "spam."

- RW reserves the right (but is not obligated) to do any or all of the following:
 - ✓ Remove communications that are abusive, illegal or disruptive, or that otherwise fail to conform with these Terms and Conditions.
 - ✓ Edit or delete any communication posted on the social media channels, regardless of whether such communication violates these standards.
- Finally, you agree that you will indemnify RW against any damages, losses, liabilities, judgments, costs or expenses (including reasonable attorneys' fees and costs) arising out of a claim by a third party relating to any material you have posted.

Guidelines for Comments from the General Public

- All uses of social media must follow the same ethical standards that Redwood Writers' members must otherwise follow.

Facebook Posting Policy

The following policy, posted on the RW Facebook page, pertains to all posts on this network.

- This is a page for members and supporters of Redwood Writers (RW), and we encourage open discussion and invite you to share your opinion on our issues. By participating on this page, you are agreeing to our commenting policy, outlined below.
- We reserve the right to delete posts containing any of the following elements:
 - * profanity
 - * misinformation
 - * spam
 - * off-topic / irrelevant
 - * personal attacks
 - * promoting violence
 - * promoting illegal or questionable activities
 - * rallying on behalf of people or organizations which support animal abuse
- If anyone repeatedly violates this policy, she/he will be removed from our page.
- If a Facebook "friend" becomes a bother to our supporters and members, the individual will be removed. Again, we encourage open discussion and support in our craft.
- We appreciate your cooperation, and look forward to your continued support. If you have a question regarding this page or anything on it, please email us at publicity@redwoodwriters.org or socialmedia@redwoodwriters.org.



SOCIAL MEDIA EDITOR

Job Description

The *Social Media Editor (SME)* is a member of the Publicity Team, headed by the Publicity Director.

Objectives:

The Social Media Editor's primary objective is to publicize Redwood Writers' news and events through the organization's social media outlets. The SME will encourage proper use of site by members and followers. The SME will also be responsible for accepting and removing posts from RW members and the general public.

Job Responsibilities:

1. The primary function of the SME is to post Redwood Writer (RW) events to social media sites.
2. The SME receives press releases, flyers, and other materials from the Publicity Director (PD) to post on various channels.
3. The SME may post information gleaned from the RW Newsletter, website or other vehicle, without receiving expressed approval from the Publicity Director provided the information is relevant to the organization and its members.
4. The SME may comment on RW social media sites provided said comments relate to RW events, news, and other RW-related events.
5. The SME accepts or rejects FB "fans" and LinkedIn connections using her/his judgment unless specifically instructed otherwise by the PD.
6. The SME might want to embellish on a comment about a RW event. However, this is not required.
7. The SME encourages the use of its social media sites for RW events and not for personal book-signings, new releases of books, seminars, etc. The SME may occasionally write a brief article for the organization's Newsletter or website, or speak from the podium at general meetings with the intent to encourage proper use of RW social networking sites.
8. If a member/friend/connection, etc., does post their individual news, unrelated to RW, then the SME may decide to delete the post. The SME may want to gently suggest that the proper place for this is on the individuals own FB account. The SME will have discretion to manage this issue with the intention of keeping the site intact for RW events and news.
9. The SME may not change any codes or fundamental emails or passwords concerned with the operation of RW accounts without going through the Publicity Director.

10. Before opening new RW accounts or new programs, SME must clear such actions with the PD and/or Board.

11. With the exception of the website, the PD will retain all social media account passwords.