

THE AMERICAN LEGION
DEPARTMENT OF WISCONSIN



SOCIAL MEDIA POLICY

Purpose

To address the fast-changing landscape of the Internet and the way people communicate and obtain information online, employees and volunteers may consider participating in social media formats to reach a broader audience. The Department of Wisconsin encourages the use of social media to further the goals of The American Legion in accomplishing our mission.

Policy

1. The Department Executive Committee has an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the Department of Wisconsin on social media sites. This policy establishes guidelines for the use of social media.
2. All official Department of Wisconsin presences on social media sites or services are considered an extension of the Department's information networks and are governed by the Department Executive Committee.
3. The Department Adjutant will review employee and volunteer requests to use social media sites.
4. The Department Marketing & Communications Committee will advocate using social media to help the Department of Wisconsin to reach its stated goals by assisting posts in developing appropriate uses for social media, assisting in the selection of appropriate social media outlets and help them to define a strategy for engagement using social media.
5. Employees and volunteers that use social media are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA) requirements, the First Amendment, privacy laws and information security policies established by the Department Executive Committee.
6. Wherever possible, links to more information should direct users back to the Department of Wisconsin official website for more information, forms, documents or online services necessary to conduct business with the Department. This prevents multiple social media sites and/or websites that are not monitored or posted to frequently.
7. Employees representing the Department of Wisconsin via social media outlets must conduct themselves at all times as representatives of the Department of Wisconsin. Employees that fail to conduct themselves in an appropriate manner shall be subject to the disciplinary procedures outlined in the Department of Wisconsin Employee Handbook.
8. The Department's social media sites will be monitored to ensure adherence to the Social Media Policy for appropriate use, message and branding consistent with the goals of the Department of Wisconsin.
9. The Department Adjutant and/or assigned employee will monitor and remove any outside posts that solicit funding including, but not limited to, online funding sites, fundraising sites, raffles and sweepstakes.

Scope

All social media accounts, blogs, Web pages and related content carrying the Department of Wisconsin brand identity are and will be owned and licensed by the Department of Wisconsin as appropriate. Personal accounts, blogs, Web pages and related content that do not carry the Department of Wisconsin brand identity can be owned, licensed and operated by any employees or volunteers. However, any and all use of the Department of Wisconsin's name, logo and/or related marks requires prior, express, written consent of the Department of Wisconsin. If the Department of Wisconsin is referenced in any media, all social media guidelines apply.

Guidelines

1. The Internet is not anonymous, nor does it forget.

Everything written on the Web can be traced back to its author one way or another and very easily. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references.

2. There is no clear line between your work or volunteer life and your personal life. Always be honest and respectful in both capacities.

With the ease of tracing authors back from their posts and the amount of information online, finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link your personal writings to those you've done in a professional or volunteer capacity. Always write as if everyone knows you. Never write anything you wouldn't say out loud to all parties involved.

3. Avoid hazardous materials.

Do not post or link to any materials that are defamatory, harassing or indecent.

4. Don't promote other brands with our brand.

Do not promote personal projects or endorse brands, causes or opinions when posting from a Department of Wisconsin account. Be sure to respect third party copyrights. If a personal opinion must be posted, clearly state to all readers that it does not represent the opinions of the Department of Wisconsin.

5. Maintain confidentiality.

Do not post any confidential or proprietary information in regards to the Department of Wisconsin or its volunteers. This also means that the personal information of the employees and other individuals associated with the services that we are delivering to our membership and our own Department of Wisconsin employees should not be shared on or disclosed through social media.

6. Don't pad your own stats.

Do not create anonymous or pseudonym online profiles to pad link or page view stats. Also, do not comment on your own or another's posts to create a false sense of support.

7. Always trackback.

When reposting or referencing a post on one of Department of Wisconsin's online sites, provide a link to the original post or story.

8. Identify yourself.

When relevant, identify your affiliation with the Department of Wisconsin and your work or volunteer title.

9. Do not pat yourself on the back.

Do not post self-laudatory statements regarding your work or the work of the Department of Wisconsin.

10. Do not qualify your work.

Do not post statements regarding the quality of your work or the quality of the work of the Department of Wisconsin.

11. Do not approve recommendations or testimonials.

Recommendations and testimonials may violate the ethics rules under which the Department of Wisconsin operates. We do not need to discourage others from posting promotional materials about the Department of Wisconsin, however, we cannot link to them or have them posted on our sites.

12. Do not return fire.

If a negative post or comment is found online about the Department of Wisconsin or yourself, do not counter with another negative post. Instead, publicly offer to remedy the situation through positive action.

13. Do not offer or appear to offer legal advice.

Do not give legal advice in using social media.