



Nonprofit Social Media Policy

Updated: 4/2025

As a representative of [Organization Name], your engagement on our social media platforms should reflect our mission, values, and commitment to respectful communication.

What You Can Do:

✓ Share content that aligns with our mission and supports our programs, events, and impact.

- Provide 3 specific examples of acceptable content. i.e.) take a selfie with a dog available for adoption at your shelter.
- Share upcoming events, ticket links, volunteer opportunities and shout outs.
- Reels or pictures specific to you and your involvement with the organization.
*Remember to not post pictures of people without their specific permission.

✓ Use a positive and professional tone when interacting with followers, donors, and community members.

✓ Report any concerning or inappropriate content to the appropriate staff.

✓ Be accurate and respectful when responding to comments or inquiries.

What You Cannot Do:

✗ Post personal opinions or viewpoints that conflict with the organization's mission and values.

✗ Engage in negative, hostile, or argumentative discussions, including responding to criticism in an unprofessional manner.

✗ Share confidential or proprietary information about the organization, staff, clients, or donors.

✗ Post discriminatory, offensive, or politically charged content on behalf of the organization.

We encourage open and constructive conversations, but all content shared on our platforms must uphold the integrity and reputation of [Organization Name]. If you are unsure about a post or response, please consult with [designated staff or department].

Failure to follow this policy may result in removal from social media responsibilities or further action as needed.

Thank you for your support, cooperation, and helping us maintain a positive and mission-driven online presence!