



JUNIOR LEAGUE OF CHARLESTON

Women building better communities®

SOCIAL MEDIA GUIDELINES

Introduction

While communication on behalf of the organization is the primary responsibility of the Communications VP, Communications Council and event publicity committees, JLC recognizes that other members can also further the organization's goals by using their social media networks. JLC encourages all members and sustainers to use social media responsibly to communicate about JLC topics.

These guidelines are designed to provide helpful, practical advice and also to protect JLC.

Who these guidelines are for:

Members and sustainers who are promoting JLC and its events by using social media tools such as Facebook, Twitter, Flickr, YouTube, or posting comments on blogs.

Best practices:

1. *Be a good ambassador*
While it is everyone's personal decision to use social media networks and tools to promote JLC, be aware that your behavior and opinions reflect on the organization.
2. *Be passionate*
Share your positive JLC experiences and talk about the successes you have been part of.
3. *Use a disclaimer*
If you have a blog and talk about JLC-related issues, add a disclaimer to each page making clear that the views you express are yours alone.
4. *Pause before posting*
Don't say anything online that you wouldn't be comfortable seeing quoted about JLC.
5. *Feel free to correct others but stick to the facts*
If you come across a misrepresentation of JLC, feel free to identify yourself and organizational affiliation and correct their mistake but do so with respect and with facts. If you don't feel comfortable doing it yourself, please contact the Communications VP.
6. *Spread the word and connect with your colleagues and friends*
Connect with other Junior League members through social networks and spread positive stories about your JLC experiences.