



Social Media Policy and General Guidelines for Volunteers

The following contains our chapter's social media goals, policies and general guidelines. This document will give you guidance for how to help advance our work using your personal social media networks, as well as some ground rules for what to do and not to do.

Social Media Goals

Make-A-Wish® Illinois has two focused goals for our social media involvement: engagement and reach. We also want to become a recognized thought-leader within the non-profit community to help attract long-time supporters, and additional financial support and resources.

It is critical to our social media success to have everyone both within the organization and associated with it to use their personal social media networks to give our chapter greater reach and impact. We encourage our employees, volunteers, boards, wish families, and corporate and other partners to have authentic social media engagement and interaction with our brand online. However, it is important that social media participation is done in a responsible way that follows best practices.

This social media policy and guidelines document is intended to provide basic rules and recommendations – not to limit behavior but provide a framework that protects both Make-A-Wish and the individual.

Social Media Policy

At no time will the Make-A-Wish Illinois social media policy be interpreted or applied in such a way as to interfere with any employee rights or protections under applicable local, state or federal law, including but not limited to, the National Labor Relations Act. Make-A-Wish encourages employees and volunteers to use social media within the parameters of the following guidelines and in a way that does not produce the adverse consequences mentioned below:

- Expresses negative sentiments that can be harmful to the brand
- Conveys negative comments about specific individuals employed by or associated with Make-A-Wish
- Violates laws or regulation

Note: As used in this policy, "social media" includes, but is not limited to blogs, forums and social networking sites, such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube and Google+.

Rules and Requirements

The following rules and requirements apply to all social media posts by all Make-A-Wish Illinois employees, volunteers and board members.

- Any social media account established or used by Make-A-Wish Illinois, including the login and password information, is property of Make-A-Wish.
- Volunteers may not use the Make-A-Wish logo on their social media as their avatar or their background without prior approval from the marketing team.
- All inquiries from a journalist or the news media that are sent to you via social media should be directed to Jessica Miller at miller@illinois.wish.org.
- When posting to a Make-A-Wish Illinois social media account, there must be full compliance with copyright laws so cite or reference sources accurately.
- Do not post or otherwise disclose confidential or proprietary Make-A-Wish Illinois material on your own social media site(s).
- All Make-A-Wish Illinois organization policies apply to social media activity, such as policies related to illegal harassment, code of conduct, non-disclosure, and protecting confidential and/or proprietary information.
- Please note that this policy applies even if your social networking is anonymous or under a pseudonym. If you engage in such social networking, and violate this policy, Make-A-Wish Illinois may take steps to determine your identity.
- Volunteer leadership, by virtue of their leadership position, need to consider whether personal thoughts they publish may be misunderstood as expressing positions of Make-A-Wish Illinois.
- Do not post images or refer to wish families and children by name unless a publicity eligibility form has been signed and filed with Make-A-Wish Illinois. Remember, there are privacy laws and policies that protect people from information disclosure without their permission. Never post their photo or share their contact information without their permission.
- You may not access or share on Make-A-Wish social media any form of pornographic material, racially, politically, or religiously insensitive material, or any other discriminatory or offensive material.
- If you are uncertain about the appropriateness of a social media posting, please check with the Make-A-Wish Illinois marketing team. A general rule-of-thumb - when in doubt, don't post.
- Any complaints or concerns about your volunteer position should be directed to Make-A-Wish staff and NOT expressed through social media.
- Retaliation is prohibited. Make-A-Wish prohibits taking negative action against any employee or volunteer for reporting a possible deviation from this policy or for cooperating in an investigation. Anyone who retaliates against another for reporting a possible deviation from this policy or for cooperating in an investigation may be subject to disciplinary action.

- If encountering any negative comments or publicity about Make-A-Wish, please refrain from responding yourself. Instead, immediately direct it to the attention of Ryan Blackburn at blackburn@illinois.wish.org or Jessica Miller at miller@illinois.wish.org.

General Guidelines for Social Media Usage

How Can You Help Make-A-Wish?

- Be an Online Brand Ambassador (a proactive spokesperson) who will influence a larger audience.
- By being active on social media on behalf of Make-A-Wish Illinois, you will build awareness among your network of followers. Sharing information about our wishes ensures a greater impact on community and humanity. Your personal endorsement influences your family, friends and business associates and prompts engagement with the mission. And all of these benefits will expand our reach and multiply our continued social media activity over time.
- Build your networks. Be thoughtful about building your own social media networks so you own a personal broadcast channel to use to share news and information about Make-A-Wish.
- Engage with us. Log onto your personal accounts and look for daily opportunities to retweet, reply, pin or share Make-A-Wish Illinois social media content. Be sure to use appropriate hashtags (e.g. #WishBall, #KFWK, #WishIllinois, etc.) This includes general updates or special development-driven community outreach activities.
- Speak for yourself. Be proactive and write posts and tweets that promote Make-A-Wish Illinois events on your own social media networks. Think about what is happening within the chapter and encourage participation! Emphasize the local nature of Make-A-Wish whenever you can.
- Share our content. Copy and paste into your status updates special posts that are provided in advance by marketing to support special events, like Wish Ball or Walk and Run for Wishes.
- Send Ideas! If you see something new, interesting or fun being tried on social media, please send the link to our marketing team. Direct these to the attention of Ryan Blackburn at blackburn@illinois.wish.org or Jessica Miller at miller@illinois.wish.org.

What Are the Best Practices on Social Media?

- Identify Yourself. You should identify yourself and take full responsibility for your content. You should not use pseudonyms, post under another's name or post anonymously; doing so may violate certain federal regulations such as the Federal Trade Commission's guides concerning the use of endorsements and testimonials. Own your content. You may provide a disclaimer on your social media pages stating that your posts represent your views alone.
- Respond and Connect. In a positive, encouraging way, respond to anyone who expresses interest in Make-A-Wish and offer to connect them to the organization.

- **Use Good Judgment.** Remember to always use good judgment and common sense when deciding what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, then reconsider the post. Ultimately, however, you are responsible for what you post to your blog or publish in any form of online social media. Make-A-Wish employees and volunteers can be personally liable and there will be consequences for commentary, content, or images that hurt our brand and/or are maliciously false and defamatory, pornographic, proprietary, harassing, libelous or that may tend to create a hostile work environment.
- **Be Professional.** Speak respectfully about Make-A-Wish. Write knowledgeably and accurately, using the appropriate professionalism. If you disagree with another's post, do so politely and professionally. Note that the use of copyrighted materials, unfounded or untruthful statements, or misrepresentation is not authorized by Make-A-Wish.
- **Get Permission.** Unless given permission, you are not authorized to speak on behalf of Make-A-Wish, nor to represent that you do so. Do not engage with social or consumer-generated media on behalf of Make-A-Wish in general and specially our chapter.
- **Respect Confidentiality.** You may not share information about Make-A-Wish that is confidential or proprietary. You may not share information about wish families without their permission.
- **Ask Questions.** If you have any questions about whether information is confidential or whether your use of social media or blogging impacts Make-A-Wish, please ask the marketing & communications team. If in doubt, ask before posting.
- **Think about Consequences.** If the information published may be offensive to your audience or harmful to Make-A-Wish, use your best judgment and only post if you are willing to accept the consequences. A good rule to apply: If it takes too long to consider the consequences, it may not be worth your while to post the information.
- **Be First to Respond to any Mistakes.** If you make an error, be up front about your mistake and correct it quickly, as this can help to restore trust. If you choose to modify content that was previously posted, such as editing a blog post, please make it clear that you have done so.