

## **Financial Women in Texas Social Media Policy**

Social media can take many different forms, including internet forums, blogs, online profiles, online journals, podcast, instant messaging, chat rooms, etc. Examples of social media applications include, but are not limited to, Facebook, MySpace, LinkedIn, Wikipedia, YouTube, and Twitter.

When participating in social networking, it is important to remember that Association members are representing both themselves personally and, in some instances, the Association. Thus, Financial Women in Texas has issued the following guidelines designed to protect the interest of the Association and its members. The guidelines are not intended to prohibit members from participating in social media sites, but to outline expectations related to the unauthorized or inappropriate disclosure of information or use of the Association's intellectual property.

### **GENERAL PROVISIONS**

Financial Women in Texas takes no position on members' decision to participate in social media. However, members who participate in social media may include information about their work at Financial Women in Texas as part of their personal and business profile, as it would relate to a typical social conversation. This includes:

- Work information included in a personal and/or business profile, to include Association name and job title.
- Status updates regarding a member's own positions within the association.
- Personal participation in Association sponsored events, including volunteer activities and member events.
- There may be times when the Association encourages members, families, and friends to more proactively participate in certain online social media promotions and dialogues. In these cases, members will receive specific guidance.

Additionally, the following outlines the guidelines you should follow when using social media:

### **COMMUNICATION AND BEHAVIOR**

Members must avoid posting information that could risk the reputation of the Association. Actions that must be avoided during use of social media sites include, but are not limited to:

- Posting comments that might be damaging to Financial Women in Texas or its members.
- Any communication that engages in personal or sexual harassment, unfounded accusations, or remarks that would contribute to a hostile association environment (racial, sexual, religious, etc.).
- Members are prohibited from postings that contain defamatory, harassing, or discriminatory content or that violate existing Association policies.
- Any behavior not in agreement with Financial Women in Texas Code of Ethics.
- Financial Women in Texas will maintain a corporate presence solely on social media sites that are deemed appropriate for marketing the Association to the public. These presences will be maintained by the Association's Marketing Director and Technology Chair.

**Know the rules.** Before engaging on any social media property, members must read and understand Financial Women in Texas's Social Media Policy.

**Members are responsible for what they post.** Outside the association, member's rights to privacy and free speech protect online activity conducted on personal social networks with a personal e-mail address. If members choose to list their association affiliation on a social network, then they should regard all communication on that network as they would in a professional network.

**Respect laws and rights at all times,** paying special attention to those relating to intellectual property and personal data protection. Do not post any information or conduct any online activity that may violate applicable local, state or federal laws or regulations as it relates to the Association.

**Do not use the Association image online.** Members may not post on blogs or social media sites the name, trademark or logo of Financial Women in Texas unless authorized. If authorized, only Association approved logos and images may be used.

**Do not link to the Association's website.** Members may not link from a personal blog or social networking site to the Association's website. Member's listing their involvement in the association and/or position on their personal profile(s) as it relates to their personal description must make sure that their personal comments do not imply that they are speaking as a representative of the Association.

**Only authorized personnel may speak on behalf of the Association.** Unless specifically instructed, members are not authorized and therefore restricted to speak on behalf of Financial Women in Texas in social media forums. Our Financial Women in Texas social media team is responsible for engaging members and prospective members through social media sites.

#### **LEAVING COMMENTS**

- **Use Association established channels for association-related conversations.** Association related issues are best resolved by using the established protocol outlined in the Financial Women in Texas Social Media Policy. Nevertheless, if you decide to post complaints or criticism, avoid using statements or material that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage members, prospective members, or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile association environment on the basis of race, sex, disability, religion or any other status protected by law or Association policy.

#### **ASSOCIATION USE POLICY:**

Financial Women in Texas regards social media, blogs, and other communications tools as a form of communication and relationship among individuals. When the association wishes to communicate publicly as an association, whether to the marketplace or to the general public, it has well established means to do so. Only those officially designated by Financial Women in Texas have the authorization to speak on behalf of the association.

In addition to the general provisions, the following outlines the guidelines you are to follow when using social media for **association purposes**:

### **Branding and Promotion**

- If logo use is permitted, only the approved Financial Women in Texas logos obtained from the Marketing Director may be used.
- If personalized templates are permitted within a social networking platform, only the standard branded social media templates, logos, and association colors are permitted.
- Members are responsible for any online activity conducted with an Association email address or which can be traced to the Association's domain.

### **Communication and Behavior**

- Communication within the social media environment should be done in a transparent and honest manner. You should never use social media knowingly to mislead members, colleagues or fellow professionals.
- Be sure to always conduct yourself in a professional manner. You are representing the Association brand. Therefore, be sure all content associated with you is consistent with your work and with the Association's values and professional standards.
- Financial Women in Texas does not formally endorse, write recommendations, or make referrals for any persons or businesses. Association members making personal endorsements, recommendations, or referrals must make sure that their personal endorsements/recommendations/referrals do not imply that they are speaking on the behalf of the Association.

Keep in mind that any of your conduct that adversely affects members, prospective members or suppliers who work on behalf of Financial Women in Texas interests may result disciplinary action up to and including removal from the membership roster and/or legal action.

### **MEMBER MONITORING**

Members are cautioned that they may not have an expectation of privacy while using the Internet. Online postings can be reviewed by anyone, including Financial Women in Texas. The Association reserves the right to monitor comments or discussions about the Association, its members and the industry, posted on the Internet by anyone, including members and non-members. Financial Women in Texas may use blog-search tools and software to monitor forums such as blogs, personal journals, diaries, personal and business discussion forums and other social networking sites.

### **REPORTING VIOLATIONS**

Financial Women in Texas encourages members to report any violations, possible or perceived, to the Marketing Director. Violations can include discussions of Financial Women in Texas and its members or any discussion of proprietary information and any unlawful activity related to blogging or social networking. Financial Women in Texas will investigate all reports of possible violations of the social media policy.

Financial Women in Texas prohibits taking negative action against any member for reporting a possible deviation from this policy or for cooperating in an investigation. Any member who retaliates against another member for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination of membership.

This policy is subject to change or updates as determined by the association board of directors or to comply with Federal, State, or Local regulations. Members are required to abide by the most current version of this policy.