



## INTRODUCTION

Every day, people discuss sexual assault and the agencies that are working to end it in thousands of online conversations. CALCASA recognizes the vital importance of participating in these online conversations and is committed to ensuring that it participates in online social media. **These Online Social Media Policies have been developed to help empower staff to participate in this new frontier of communications, represent CALCASA, and share the optimistic and positive spirits of CALCASA projects.**

The following policies are intended to help you represent CALCASA professionally. There is no attempt here to stifle your social voice. Rather, the intent is just the opposite — to encourage you to embrace the social media world by providing you some guidelines.

The vision of the agency to position CALCASA as a leader in the movement to end sexual violence online and offline is guided by certain shared values:

- **LEADERSHIP:** The courage to shape a better future;
- **COLLABORATION:** Leveraging our collective genius;
- **INTEGRITY:** Being real;
- **ACCOUNTABILITY:** Recognizing that if it is to be, it's up to me;
- **PASSION:** Showing commitment in heart and mind;
- **DIVERSITY:** Being as inclusive as our projects; and
- **QUALITY:** Ensuring what we do, we do well.

These Online Social Media Policies are intended to outline how these values should be demonstrated in the online social media space and to guide your participation in this area, both when you are participating personally, as well as when you are acting on behalf of the agency. It is critical that we always remember who we are (a statewide coalition) and what our role is in the social media community (to build awareness).

The agency encourages all staff to explore and engage in social media communities at a level at which they feel comfortable. Have fun, but be smart. The best advice is to approach online worlds in the same way we do the physical one – by using sound judgment and common sense.

### Do these policies apply to me?

These policies have been developed for staff and contractors who:

- Maintain blogs – personal or professional – that mention CALCASA or our projects.
- Post content about CALCASA and our projects on social properties including, but not limited to: Twitter, YouTube, Facebook, MySpace, Flickr, any public blog.

Employees and contractors are personally responsible for what we write on blogs including Twitter.

## AGENCY COMMITMENTS

The agency adheres strongly to its core values in the online social media community, and we expect the same commitment from all agency representatives – including staff, contractors and board members.

### Core Values of CALCASA in the Online Social Media Community

1. **Transparency** in every social media engagement. The agency does not condone manipulating the social media flow by creating “fake” destinations and posts designed to mislead followers and control a conversation. Every website, “fan page” or other online destination that is ultimately controlled by CALCASA must make that fact known to users



and must be authorized according to applicable internal protocols in order to track and monitor the agency's online presence. We also require bloggers and social media influencers to disclose to their readers when we're associating with them.

2. **Respect** of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regard to user-generated content.
3. **Responsibility** in our use of technology. We will not use or align CALCASA with any organizations or websites that deploy the use of excessive tracking software, adware, malware or spyware.
4. **Utilization** of best practices, listening to the online community, and compliance with applicable regulations to ensure that these Online Social Media Policies remain current and reflect the most up- to-date and appropriate standards of behavior.
5. **Endorse**, support, sanction, encourage and verify CALCASA projects and programs honestly and transparently. However, CALCASA does not necessarily endorse, support, sanction, encourage, verify, or agree with the comments, opinions or statements posted on its social media accounts. Any information or material placed online, including advice and opinions, are the views and responsibility of those making the comments and do not necessarily represent the views of CALCASA. Additionally, CALCASA will not endorse, support, sanction, encourage and verify fundraising initiatives and/or fundraising events on behalf of partner agencies.

## AGENCY AND STAFF ONLINE SOCIAL MEDIA ACTIVITIES

CALCASA respects the rights of its staff and its contractors to use blogs and other social media tools not only as a form of self-expression, but also as a means to further the agency's mission. It is important that staff are aware of the implications of engaging in forms of social media and online conversations that reference the agency and/or the staff's relationship with CALCASA and its projects, and that staff recognize when the agency might be held responsible for her/his behavior.

### Expectations for Staff Personal Behavior in Online Social Media

There is a big difference in speaking "on behalf of the agency" and speaking "about" the agency. This set of policies refers to those personal or unofficial online activities where you might refer to CALCASA.

1. **You are responsible for your actions.** Anything you post that can potentially tarnish the agency's image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.
2. **Be a "scout" for compliments and criticism.** Even if you are not an official spokesperson for the agency, you are one of the most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about CALCASA or its projects online that you believe are important, consider sharing them by forwarding them to [media@calcasa.org](mailto:media@calcasa.org).
3. **Let the subject matter experts respond to negative posts.** You may come across negative or disparaging posts about CALCASA or its projects, or see third parties trying to spark negative conversations. Unless you are a spokesperson, avoid the temptation to react yourself. Pass the post(s) along to [media@calcasa.org](mailto:media@calcasa.org).
4. **Be conscious when mixing your business and personal lives.** Online, your personal and business personas are likely to intersect. The agency respects the free speech rights of its staff, but you must remember that members, partners and funders often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on. Remember NEVER to disclose non-public information about CALCASA, and be aware that taking public positions online that are counter to the agency's interests might cause conflict.

### Expectations for Spokespeople

Just as with traditional media, we have an opportunity – and a responsibility – to effectively manage CALCASA reputation online and to selectively engage and participate in the thousands of online conversations. The following policies guide how

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staff should represent the agency in an online capacity when they are speaking “on behalf of the agency:”

1. **Be mindful that you are representing CALCASA.** As an agency representative, it is important that your posts convey the same positive, optimistic spirit that the agency instills in all of its communications. Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on the agency.
2. **Fully disclose your affiliation with CALCASA.** The agency requires staff who is communicating on behalf of the CALCASA to always disclose their name and their affiliation. State your relationship with the agency from the outset. This disclosure is equally important for any partner/contractor/who is representing the agency online.
3. **When in doubt, do not post.** As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of the agency. Exercise sound judgment and common sense, and if there is any doubt, DO NOT POST IT. In any circumstance in which you are uncertain about how to respond to a post, send the link to [media@calcasa.org](mailto:media@calcasa.org).
4. **Give credit where credit is due and don't violate others' rights.** DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rightsholder(s).
5. **Be responsible to your work.** The agency understands that staff engages in online social media activities at work for legitimate purposes and that these activities may be helpful for CALCASA affairs. However, the agency encourages all staff to exercise sound judgment and common sense to prevent online social media sites from becoming a distraction at work.
6. **Remember that your local posts can have global significance.** The way that you answer an online question might be accurate in some parts of the world, but inaccurate in others. Keep that “world view” in mind when you are participating in online conversations.
7. **Know that the Internet is permanent.** Once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.

## SPECIAL CONSIDERATIONS FOR TWITTER

Twitter has exploded as a means of self-expression and sharing CALCASA content. It's easy to post content on Twitter. And fun. CALCASA encourages employees to be on Twitter. As you tweet, do remember that the policies mentioned in this document apply to you. Moreover, it's good to bear in mind these considerations:

### General policies

- Twitter is a public micro-blog. Unless you make your account private, journalists, bloggers, competitors, clients and your coworkers can see everything you write on Twitter. If you are in doubt about whether content is appropriate for public viewing, try the private direct message function on Twitter as an alternative to a public tweet.
- Twitter is all about sending short bursts of information. Within 60 seconds you can tweet about your personal life and work all in one Twitter stream. If you're going to be mixing your professional and personal life for everyone to see on Twitter, do exercise discretion. Again, a good rule of thumb: If you were mentioning something about CALCASA on Twitter, would you be comfortable with a member seeing what you wrote? Would I be comfortable having the media reproduce my tweet and attribute it to me?
- Exercise common sense. Someone want to follow you on Twitter? At least find out who they are before following them back. Twitter is flooded with spammers looking for followers to build their presence.