

SOCIAL MEDIA POLICY

(Created April, 2011)

The Link strives to be an organization that understands and incorporates social media—and its growing influence in journalism—into our work, while realizing that certain guidelines are necessary to ensure that the organization is best represented on the Internet. *The Link's* Social Media Policy applies to all staff of *The Link* Publication Society.

1 - Personal Activity Online

- a. All of the social media guidelines hereunder acknowledge the basic principle of guarding against conduct online that could harm the reputation of the organization.
- b. As a contributor to *The Link*, be transparent about your identity and intent online. Reporters should not conduct their work under a social media account that skirts journalistic obligations to transparency.
- c. State explicitly on your social media platform(s), which include but are not limited to blogs, websites, Twitter and Facebook accounts, that the opinions are your own.
- d. Be prepared to acknowledge publicly anything you post online—even if you think it's private.
- e. Take care in crafting biographical details in social media platforms. Monitor the names in your social media community frequently.

2 - *The Link's* Twitter Account

- a. A limited number of masthead, to be determined by the online and print editors, shall be able to access and post to *The Link's* official Twitter account.
- b. Live Tweeting should be done via personal accounts, with pertinent information to be re-tweeted by *The Link's* account.
- c. Masthead and staff members of *The Link* must state explicitly on their Twitter accounts that the opinions expressed thereon are their own.
- d. Masthead and staff members, with access to their own personal accounts or *The Link's* account, must avoid re-tweeting information that is not verified, must avoid risking harm to other people and must avoid violating common decency and/or broadcasting information that could cause undue emotional distress to others.
- e. Masthead and staff members with access to personal accounts or *The Link's* account must pay attention to the language they are using online. Tweets emanating from *The Link's* account or that of staff members should contain language which is neither prejudiced nor accusatory.