

SOCIAL MEDIA POLICY

Revised April, 2013

The Link strives to be an organization that understands and incorporates social media — and it's growing influence on journalism— while realizing that certain guidelines are necessary to ensure that the organization is best represented online. *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* Social Media Account

- a. Select number of masthead shall be able to access and post to *The Link's* account.
- b. Masthead and staff members with access to personal or *The Link* accounts must pay attention to the language they use online. Posts emanating from *The Link's* account or that of staff members should contain language which is neither prejudicial nor accusatory.
- c. *The Link's* name shall not be used in individual handles

3 - Coordinating editor, community editor and editor-in-chief will oversee all social media platforms