

## **SOCIAL MEDIA POLICY**

*Revised December 2014*

*The Link* strives to be an organization that understands and incorporates social media—and its 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 presented there 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 Accounts**

- a. Select number of masthead shall be able to access and post to *The Link's* accounts.
- 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* accounts 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.
- d. The Coordinating Editor, Community Editor and editor-in-chief will oversee all social media platforms.