

NCURA Region VI

Social Media Guidelines

This document outlines the guidelines and best practices for usage of social media and communications on behalf of NCURA Region VI and is intended to supplement the [NCURA Social Media Policy Statement](#).

OBJECTIVE

NCURA Region VI's use of social media is designed to advance the NCURA Region VI brand by delivering content that is timely, purposeful and professional. These Guidelines provide guidance regarding appropriate and acceptable usage of social media platforms to disseminate information, opportunities and experiences while protecting the integrity of the organization and its participants. Individuals posting content on behalf of NCURA Region VI do so as an NCURA volunteer and consistent with the [Code of Conduct](#).

APPLICABILITY

This charter is applicable to any users of NCURA Region VI platforms.

ACCESS

The Regional membership is fluid across a broad volunteer organization and social media platforms are intended to remain open and accessible. The sharing of relevant information is encouraged among the membership. However, only the Region VI Officers (Chair, Secretary and Treasurer), or their designees, are official spokespersons of Region VI.

To ensure consistency across all platforms, announcements and other regional updates requesting official Region VI endorsement should be sent to the Region VI Chair or his/her delegate(s) for posting.

Posts should be limited to information directly related to the Region or a Regional activity and should not include personal experiences or information from non-Region activities. Participants must clearly identify themselves and, when not posting official Regional business, make it clear that they are speaking on behalf of themselves and not on behalf of the Region. When necessary, moderators may be employed to approve postings that use any of the official Region social identities.

The Region does not endorse information shared by participants that is not approved as official NCURA or NCURA RVI business.

Passwords and other access information are retained by the Region VI Chair and disseminated to authorized moderators and Region VI Officers.

PLATFORMS

Though the following platforms are the primary methods of communication on behalf of Region VI, these Guidelines apply to all technologies that allow members to communicate and share information:

- 🖥️ The Region VI Website
- 📘 Facebook - NCURA Region VI
- 🐦 Twitter - @ncuraregionvi

[The Region VI Website](#) is the primary location for posting detailed information regarding all regional activities including but not limited to announcements, proposals, and meetings. It is the Region's repository for documents related to Region VI activities.

[Region VI Facebook and Twitter](#) are used to disseminate current and relevant Region information and updates such as calls for proposals, meeting updates, volunteer opportunities, news and other updates that directly affect Region VI members.

PHOTOS

Photos of individuals posted to any of the Region's platforms must have approval from those photographed allowing the use of their image prior to posting.

CODE OF CONDUCT

The Social Media Guidelines apply to all participants across the Region VI social media platforms. Individuals posting content on behalf of NCURA Region VI do so as an NCURA volunteer and consistent with the [Code of Conduct](#). In addition, the following practical guidance must be followed when posting any content, or operating as an identifiable member of NCURA Region VI, on all platforms:

- Respect the audience: show proper consideration for others' privacy and topics that may be considered objectionable or inflammatory. Members may not make any postings that express political views.
- Respect copyright: If it isn't yours, don't use it. Before posting someone else's work, please check with the owner first.
- Do not cite or reference colleagues without their approval.
- Do not post personal information of others (e.g. names, addresses, phone numbers, email address, images, etc.) without their express written consent.

- Do not post material that is obscene, profane, libelous, defamatory, abusive, harassing, threatening, hateful or that advocates or encourages illegal activities.
- Tweets and retweets should not be written in a way that implies you are expressing a personal opinion. A retweet with no comment of your own can easily be seen as a sign of approval of what you are relaying.

Any person actively using these sites is implicitly agreeing to these rules regardless of whether they have been read or not. Posting privileges will be revoked from any member who knowingly violates the expectations set out in the Guidelines.

EXCEPTIONS

Any exceptions to these guidelines must be approved by the NCURA Region VI Chair.