UNITED WAY
SOCIAL MEDIA: POLICY AND GUIDELINES

Online media is a great way to keep up with current events and share the many exciting things happening at United Way. Staff are invited and encouraged to fully utilize social media to discuss United Way and promote your work. But before you begin publishing, please familiarize yourself with the online communication and social media policy below to ensure consistency online.

UNITED WAY ONLINE COMMUNICATION AND SOCIAL MEDIA POLICY

PERSONAL AND SOCIAL WEBSITES

If you choose to identify yourself as a part of United Way or discuss matters related to United Way on a personal website, social site or blog, many readers will assume you are speaking on behalf of United Way. In order to protect the reputation of United Way Worldwide and the United Way network, your communication must be transparent, ethical and accurate, in accordance with the requirements set forth below. Failure to comply with requirements in conjunction with communications about United Way shall be treated as a violation of organizational policy.

In addition, guidelines are provided to help ensure that online media communications of United Way Worldwide employees (including part time and temporary employees) and volunteers reflect respect for the fundamental principles and core values of the organization, as set forth in the United Way Worldwide Code of Ethics.

DO THE FOLLOWING

REQUIREMENTS

USE DISCLAIMERS
Make it clear these are your views and not necessarily those of United Way. This precaution should be adhered to not only when communicating directly about United Way, but in those instances when the communication may be associated with or create the appearance of being on behalf of United Way, such as use of United Way in a username or use of your actual name if you are publically associated with United Way.

BE TRANSPARENT
If you discuss United Way, disclose your role.

BE ACCURATE
Do your research; avoid posting inaccurate content.

BE CONSIDERATE
Do not use the web to bash or embarrass United Way, our partners, to include both nonprofit and corporate partners, donors, volunteers or employees.

RESPECT COPYRIGHT LAWS
Give credit for non-original material and content. For reference, view the Stanford Copyright and Fair Use Guidance: **http://fairuse.stanford.edu/**

MAINTAIN CONFIDENTIALITY
Do not reveal confidential United Way information If you publish online content about United Way, by all means talk about your good work and make meaningful connections with your readers; but you must accomplish this while respecting the privacy and confidentiality of partners and communities

RESPECT WORK COMMITMENTS
Social networking activities are personal and should be done on your own time unless you are promoting United Way or have been assigned to perform an online activity related to United Way.

GUIDELINES

SUPPORT UNITED WAY
Promote **@UnitedWay** on Twitter or **facebook.com/UnitedWay** to help grow our online presence and reach more people.

TELL US ABOUT YOUR BLOG
United Way does not police online sites, but we do seek to aggregate the most powerful stories and high-light United Way voices.

BE GENEROUS
The Internet is all about connecting with links, so share links to United Way content.

MAINTAIN YOUR ONLINE PRESENCE
Google yourself, complete your profiles on Facebook and LinkedIn. Clean up outdated information, hide or delete compromising content.

LIVE UNITED®
Share stories about how you LIVE UNITED, help power a movement by inspiring others to do the same.

Hang in there. The policy language is almost done and the next few pages will start the fun.

GETTING STARTED

UNITED WAY ONLINE COMMUNICATION AND SOCIAL MEDIA: GETTING STARTED

CREATE YOUR ACCOUNTS

You can create free accounts at **www.facebook.com** and **www.Twitter.com** if you do not already have them.

FACEBOOK BASICS

FACEBOOK.COM/UNITEDWAY
Once you have a Facebook account, you can search for the United Way page or go directly to the URL above. Click the button to "like" the page.

TAG UNITED WAY IN A POST
You can "tag" any individual you are friends with on Facebook or any page you "like." By doing so, your post will appear on the wall of the person or page you tag. Once you have liked United Way on Facebook, try typing the @ symbol followed by the first few letters of United Way while you are posting (example: "Today I volunteered with @Uni..."). A drop down will appear with suggestions of people and pages to tag, based on your connections. Select "United Way" from the list. Your post will now appear on United Way's Facebook wall as well as yours.

PARTICIPATE IN THE CONVERSATION
Join the conversation on the United Way page. Post thoughts and ideas directly on the United Way Facebook wall (by tagging United Way or visiting the wall and posting directly to it).

SHARE YOUR CONTENT
United Way Worldwide staff from every division or department find interesting stories to share online, whether they are in the form of success stories, statistics, observations, or highlight local United Ways or our partners.

You can post information as long as it is appropriate for public consumption. Tag United Way or post it directly to our Facebook wall.

TWITTER BASICS

TWITTER.COM/UnitedWay
Once you have a Twitter account, you can search for unitedway or go directly to the URL above. Click the button to "Follow" **@unitedway** on Twitter.

HASHTAGS
#LIVEUNITED – General United Way network-related tweets

Hashtags all begin with the ubiquitous # symbol and act as conversation labels on Twitter. In a tweet, hashtags become clickable and direct the user to
a stream of tweets containing the designated hashtag. There is no official way to create a hashtag. Any text between the # symbol and the first subsequent space becomes a searchable hashtag.

TWITTER ETIQUETTE
Mention - Users on Twitter thrive on being mentioned, providing exposure to additional networks and recruiting new followers. To mention a user on Twitter,
@ use the @ symbol immediately before their Twitter name. Example: **@unitedway** in a tweet would mention United Way.

Retweet - The only thing more exciting than a mention is a retweet. To retweet a tweet you like, you simply click retweet.

Note on Privacy:
You can adjust privacy settings on Facebook and Twitter and decide exactly how much of your information should be available to the public or to people you connect with online.

Note on Twitter:
All messages on Twitter, known as "tweets," are limited to 140 characters, including punctuation and spaces.

HELP
UNITED WAY
GROW

FACEBOOK

SHARE ON YOUR WALL

Visit **facebook.com/UnitedWay** and click "Share" on the lower left column. A dialog box will pop up allowing you to post this page on your wall. In the "Write Something" box, enter a personal note about why your friends should follow United Way and click "Share Page."

SEND TO YOUR FRIENDS

Next, message your friends directly. Repeat the above steps, but this time select: "Share: In a Private Message" when the dialog box appears. Start typing the names of your friends on Facebook and they will pop up. Click the friends you would like to share it with until you have selected all friends. Like an email, compose a personal message and click "Share Page."

NEW TO FACEBOOK?

Don't worry if you don't have a lot of Facebook friends to share this with at first. You'll be amazed how many people you know are already on the site. To find friends and colleagues,

VISIT: facebook.com/find-friends/

Completing some details on your Facebook profile, such as that you work for United Way, will help Facebook identify people you know. You can upload your contact lists and link Facebook to your email accounts to find contacts. If you prefer, you can search for contacts individually.

TWITTER

Once you join Twitter, find people you know OR follow causes you care about.

VISIT: Twitter.com/#!/who_to_follow and Twitter.com/#!/who_to_follow/import

Once you are following other Twitter users and begin to provide content, you will be surprised how fast users will find you. Twitter moves very quickly, so it is important to check in often, and you always have the option of making your content private.

Start tweeting about United Way. Follow and retweet our content.

EMAIL YOUR FRIENDS

Send a personal email to your friends asking them to follow United Way on Facebook and Twitter. Provide them with our social media links. For best results, make it personal and explain why you choose to LIVE UNITED.

United Way