

Nonprofit Leadership Center of Tampa Bay
Social Media Policy

All staff and board members of the Nonprofit Leadership Center of Tampa Bay (NLCTB) are encouraged to use social media tools to promote the work of NLCTB. Please observe the following policy:

1. **Be Responsible.** When you are personally posting to a blog, wiki, photo-sharing, Facebook, Twitter or other form of online dialogue, be clear that it is an individual interaction, not an interaction from NLCTB. If you are posting on a NLCTB account, be sure you are posting material that is a direct representation of the organization and its work. Use common sense and common courtesy.
2. **Be Smart.** Most social media posts are visible to the entire world. Remember that what you write will be public for a long time. Be respectful to NLCTB, local organizations, our employees, customers, corporate sponsors and competitors and protect your privacy.
3. **Respect the Privacy of Others.** Don't publish or cite personal details and photographs about NLCTB employees, volunteers, donors, corporate partners or vendors without their permission. Any disclosure of confidential information will be subject to NLCTB personnel policies that apply to wrongful dissemination of information via email, conversations, and written correspondence.
4. **Be Respectful.** It is okay to disagree with others but cutting down or insulting readers, employees, bosses, funders, corporate sponsors and vendors is not appropriate. Respect your audience and refrain from the use of obscenities, personal insults, ethnic slurs or other disparaging language to express yourself.
5. **Respect Time.** Ensure that your social media involvement doesn't interfere with your work commitments. Discuss with your supervisor if uncertain about the appropriateness of publishing during business hours.
6. **Don't Share Confidential Information.** The nature of your work with NLCTB may provide you with access to confidential information regarding NLCTB matters, our employees, customers, donors, or volunteers. Respect and maintain the confidentiality that has been entrusted to you. Do not divulge or discuss proprietary information, internal documents, personal details about other people or other confidential material.
7. **Write About Our Work.** You have a unique perspective on our organization based on your talents, skills, and current responsibilities. Share your knowledge, your passion and your personality in your posts by writing about

what you know. If you're interesting and authentic, you'll attract readers who understand your specialty and interests. Don't spread gossip, hearsay, or assumptions.

8. **Be Honest and Transparent.** Be transparent and use your real name, identify that you work for NLCTB and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so. Never represent yourself or NLCTB in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.