Policies and Guidelines of
South Dakota Association of the Deaf
Social Media

SECTION I
Introduction

Section 1.01: Social media are powerful communications tool that have a significant impact on organizational and professional reputations. Because the use of social media may blur the lines between personal voice and organization voice, the South Dakota Association of the Deaf (SDAD) has established the following policies to clarify how best to enhance and protect the SDAD, as well as personal and professional reputations, when participating in social media.

Section 1.02: Both in professional and organizational roles, the chairs of SDAD Public Relations and Cultural Heritage Committees are expected to follow the same behavioral standards online as they would in the real world. The same laws, professional expectations, and guidelines for interacting with SDAD members, SDSD alumni, media and other individuals apply. The chairs are accountable for any organizational related contents they post to social media sites.

SECTION II
Entities Affected

Section 2.01: This regulation applies to chairs and their committee members of SDAD Public Relations and SDAD Cultural Heritage Center.

SECTION III
Definition

Section 3.01: Social media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques online.

SECTION IV
Best Practices

Section 4.01: These guidelines apply to the individuals posting on behalf of the SDAD or other units, through they may be helpful for anyone posting on social in any capacity.

A. Think twice before posting. Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and SDAD. Search engines can turn up posts years after they are created, comments can be forwarded or copied. If you would not say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask SDAD President for input or contact the Office of Public Relations.

B. Strive for accuracy. Check your facts before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of SDAD in any capacity.

C. Be respectful. Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or SDAD.

D. Be active. Social media presences require diligent care and attention. An effective social media site requires regular updates and fresh or engaging content.

E. Consider your audience and its potential reaction to your content. Be aware that a presence in social media would is or easily can be available to the public at large. This includes prospective members, current members, SDSD alumni, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

F. On personal sites, identify your views as your own. If you identify yourself as a SDAD Public Relations and/or Cultural Heritage chair online, it should be clear that the views expressed are not necessarily those of SDAD.

G. Be inclusive. Be more sensitive to individuals with special needs. Descriptions should be provided for all photos, flyers and videos. Video messages should be captioned or transcripts should be included for all videos.

SECTION V
Policies for All Social Sites

Section 5.01: **Protect organizational confidential and proprietary information.**

A. Do not post confidential or proprietary information about SDAD, its members, or alumni.

B. Anyone who shares confidential information does so at the risk of disciplinary action.

Section 5.02: **Adhere to all applicable organizational policies and procedures.**

A. Use Social Media in a manner that complies with SDAD policies and procedures.

Section 5.03: **Adhere to copyrights and fair use law.**

A. When posting, be aware of the copyrights and intellectual property rights of others and of SDAD. Questions about fair use or copyrighted materials should be directed to the President and the organization's legal counsel.

B. When posting, all photos owned by SDAD should contain a watermarked SDAD logo to prevent intellectual property theft.

C. Photo credit should be provided as much as possible.

Section 5.04: **Do not use SDAD logo without permission.**

A. Any use of SDAD logo, or other images must have prior approval. Do not use SDAD logo, or any other SDAD images or iconography on personal social media sites. Do not use SDAD's name to promote a product, cause, or political party or candidate.

B. Questions should be directed to SDAD President and/or Public Relations Chair.

Section 5.05: Do not announce SDAD news. Do not be the first to announce SDAD or its committees' news on social media unless pre-approved by SDAD President and Public Relations Chair. SDAD President is the official spokesperson for SDAD.

SECTION VI
Organizational Social Media Policies

Section 6.01: If you post on behalf of an official organizational unit, the following policies apply, in addition to all policies and best practices listed above:

A. Notify SDAD
Any committees that have a social media page or would like to start one should contact the President and Public Relations to ensure all organizational social media sites coordinate with other SDAD sites and their content. All organizational pages must have an appointed person who is identified as being responsible for content. Ideally, this should be the President or Chair of Public Relations. Any new social media pages must be approved by SDAD Board.

B. Acknowledge who you are
If you are representing SDAD when posting on a social media platform, acknowledge this.

C. Use approved photos and SDAD logos
Your organizational social media presence must use photos that accurately depict your organization or committee, and approved logos for your area of the organization. Public Relations provides approved photos and logos for various areas of SDAD. To receive logos in a downloadable format, contact the Chair of Public Relations.

D. Have a plan
Committees should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. The Public Relations Committee can assist and advise you with your social media planning.

E. Link back to SDAD
Whenever possible, link back to the SDAD website. Ideally, posts should be very brief; redirecting a visitor to content that resides within the organization web environment. When linking to a news article about SDAD, check first to see whether you can link to a

release on SDAD website instead of to an external publication or other media outlet. (http://www.sdad.org)

F. Protect the organizational voice

Posts on social media sites should protect the SDAD's organizational voice by remaining professional in tone and in good taste. No individual unit should construe its social media site as representing the organization as a whole. Consider this when naming pages or account, selecting a profile picture or icon, and selecting content to post. Names, profile images, and posts should all be clearly linked to the particular committee rather than to the organization as a whole.

SECTION VII
Non-Compliance

Section 7.01: Non-compliance with this policy may result in any or all of the following:

A. Limitation or revocation of individual or committee rights to use or participate in Organization-related social media;

B. Removal of posts or social media accounts; or

C. Corrective or disciplinary action, as defined in SDAD Social Media Policy and Guidelines.

In case of questions, contact SDAD President.

SDAD approved on June 26, 2017