Social Media Standards & Community Management Policy

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# Introduction:

Appointed Commissioners are the Nevada Commission for Women’s most important ambassadors, who better to share the story of our organization. Commissioners of the Nevada Commission for Women’s social and online engagement bring exponentially greater awareness of the Nevada Commission for Women brand.

In today's world, many of our conversations are online; for that reason, it is fundamental to commit to participating responsibly, thoughtfully, mindfully, timely, and with respect. Online discussions allow our messaging to travel outside Nevada and present an opportunity to educate the world about our mission. The mission of the Nevada Commission for Women is essential. Let’s work together to share it right.

## Mission:

Advance women toward full equality in all areas.

## Values:

Per NRS 233I, Nevada Commission for Women are tasked with studying the changing and developing roles of women in society, including, without limitation, the recognition of socioeconomic factors that influence the status of women, advising executive and legislative bodies on the effect of proposed legislation on women, collect and disseminate information on activities, programs and essential services available to women in Nevada, informing the news media, educators, governmental officers, professional, business and labor leaders and other persons in position of authority or influence about issues pertaining to women, providing referrals and serve as a resource for information on matters related to women, identifying and recommending qualified women for positions in all levels of government, promoting and facilitating collaboration among commissions and organizations for women at the local, state and national levels, and recognizing and promoting the contributions that women in the state make at the local, state and federal levels.

## Shared Standards:

We encourage all commissioners to explore and engage in social media communities at a level they feel comfortable with; we want to equip and leverage commissioners as digital influencers. Make it clear the views expressed are yours; while you speak for yourself, remember your actions reflect those of the NCFW. Approach online communities in the same way you do in-person discussions. Adhere to the Nevada Commission for Women’s mission, values, and all other applicable policies. In the event of a conflict between guidance in this document and the NCFW Operating Manual, the Operating Manual will supersede anything stated here.

## Suggested Standards:

Adhere to Nevada Commission for Women Operating Manual policies.

Reflect our values and practice civil discourse.

The NCFW governing body must provide approval before creating or developing new social media accounts, profiles, or initiatives bearing the Nevada Commission for Women's name or likeness. There should only be ONE official NCFW social media account per authorized platform.

Do not engage in behavior that could raise a conflict of interest and conflict of commitment. Limit self-promotion that is not related to NCFW and refrains from posting raffles unless the State of Nevada regulating agency has approved a raffle permit.

Do not endorse commercial entities or express political opinions on NCFW’s social media platforms. In social media posts, we must not express partisan opinions, promote political views, endorse candidates, or make offensive comments.

Standards for Marketing and Communications Committee use of social media on behalf of NCFW:

Remember that you are representing NCFW.

Be thoughtful and discerning when engaging in social networking services.

Staff your effort appropriately. Interns and Non-Commissioned staff or volunteers should not “own” official NCFW’s branded social media accounts or profiles. Such profiles should be owned and maintained by appointed Commissioners or Dept. of Administration staff as appropriate.

Moderate comments judiciously when responding to social media engagement.

Avoid advertising on websites with inappropriate or offensive content.

## Suggested Standards for Commissioners of the Nevada Commission for Women:

Respect the privacy of other fellow Commissioners.

The NCFW acts as an information clearinghouse, and some information may be sensitive. When in doubt, ask for clarification.

As a Commissioner, personally engaging on social media can affect the Commission as a whole when including a Nevada Commission for Women affiliation on your profile.

## Standards for the Nevada Commission for Women:

Social media sites are precious as a means of communication. The NCFW should consider the following standards when establishing new communication outlets.

1. The new site using the NCFW logo should be connected to the website: <https://admin.nv.gov/commissionforwomen/>
2. The Department of Administration's Director or the NCFW’s governing body must be informed about creating any new site.
3. The site should include a disclaimer as follows: “NCFW Commissioners are responsible for content on this site.”

## Community Management on Social Media:

The NCFW will strive to identify an individual who can serve as a social media community manager. This individual maintains the voice of the brand in all posts and interactions. They ensure all content being shared has a purpose and meets the expectations and needs of followers and the target audience. The social media community manager schedules, posts, responds to posts/questions/comments (as needed), and engages on all social content. This individual will also help advance the NCFW's social media success by:

* Increasing brand awareness
* Growing the audience members/ increase in followers
* Increasing the amount of content shared and liked by your followers
* Expanding overall engagement (likes, shares, mentions, hashtags, messages, comments)

## Inquiries:

The social media manager will aim to respond to inquiries within 24 hours. Responses should not be lengthy and can involve a thank-you, like, or emoji. The NCFW social media manager should handle negative comments privately. Show that you value their input by sending an initial response publicly, requesting to continue the conversation privately. For example, if someone tweets about how they disliked an event, send a tweet back to apologize and tell them that a member of your customer service team reached out to them in their direct messages. Media inquiries should immediately be flagged for the Department of Administration's Director and NCFW chair, and vice-chair.

## Questionable content:

Questionable content, including misinformation, news leaks, confidential information, or other questionable content regarding the NCFW on social media, should immediately be flagged for the Department of Administration's Director and NCFW chair and vice-chair. The social media manager should recommend if the content should be deleted, hidden, or handled differently. If the criticism is especially aggressive or inconsiderate, it’s probably best to refrain from responding. They may mute or block people on social media who are threatening or abusive.

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## Tactical Guidelines:

**When do I need approval to post a message on social media?**

Community Manager to seek approval quarterly for planned content from the chair. If an unexpected opportunity arises, then approval from the chair and two commissioners will allow the post.

**What should I do on social media during a PR crisis?**

Immediately flag for the Department of Administration's Director and NCFW chair and vice-chair. Do not post publicly unless approved by the director and chair. Because time is of the essence, consider looping in a NCFW member who has communications experience for strategic guidance.

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## Annual Review:

This policy will be reviewed once per year. All commissioners will be provided with access to a copy.

## Applicable Online Platforms:

These standards are intended to cover and apply to all online platforms, including, but not limited to:

Websites

Social Networking Sites (Facebook, Instagram, TikTok, etc.)

Micro-Blogging Sites (LinkedIn, Twitter, Slack)

Blogs (all blogs and blog comments referencing The Nevada Commission for Women, whether official NCFW blogs or personal blogs)

Video and Photo Sharing Sites (YouTube, Vimeo, Pinterest)

Forums and Discussion Boards (Zoom, Skype, Microsoft Teams, Google Groups, etc.)

Online Merchants or “Marketplaces” (eBay, Amazon, Etsy, etc.)

Online Encyclopedias (Wikipedia, Sidewiki)

### Getting Help:

If you have any questions about these social media standards, please contact: XXXXXXXXXXX