



**Ballou Alumni Association (BAA), Inc. • 3228 Pope Street, SE • Washington, DC
20020**

Social Media Policy

This policy defines the governance of the use of social media by the Ballou Alumni Association (BAA), Inc. The policy applies to corporate use of social media and social media use by directors, committee members, volunteers and staff (referred to herein as *Designated Members*) related to their affiliation with Ballou Alumni Association, Inc. (BAA).

The policy outlines key elements of the Social Media Policy. To achieve the objectives outlined in this policy, the Board of Directors delegates oversight to the Communications and Social Media Committee.

Social media consists of many kinds of online sites that allow the user to post and share content, including comments, reviews, photographs, and videos.

Examples of social media sites include, but are not limited to:

1. Social networking sites, such as Facebook, LinkedIn, and Classmates.
2. Video and photo sharing sites, such as Flickr, Instagram, Snapchat and YouTube.
3. Micro-blogs, such as Twitter.
4. Weblogs, including corporate blogs, personal blogs or blogs hosted by media outlets.
5. Forums and discussion boards, such as Yahoo Groups or Google Groups.
6. Encyclopedias, such as Wikipedia.
7. Online communities.

BAA will participate in social media monitoring, posting and engagement activities that benefit organizational objectives and meet the following criteria, as further described herein:

1. The privacy and confidentiality of BAA corporate and member information are adequately protected, pursuant to established policies and standards.
2. Designated Members granted access to authorized sites require such access to conduct BAA business.
3. Only Designated Member positions specifically designated by the Chairman and/or Board of Directors are allowed to speak, write, or post on behalf of, or as a representative of BAA.
4. Designated Members designated to access authorized social media sites on behalf of BAA are appropriately trained and agree to abide by BAA policies and standards for social media

5. Maintains that social media outlets are official channels of but do not constitute official communications from BAA. All official methods of communication will be located on the official website (www.balloualumniassociation.org)

In addition to this policy, the following policies impact member use of social media:

1. Code of Conduct Policy.
2. Corporate Logo Use and Trademark Usage outlines.

Designated Member positions authorized to have access to social media must be approved by the Chairman and/or Board of Directors. Additionally, Designated Member positions approved for social media site access will be documented by the BAA Board of Directors. The following criteria will be used to determine legitimate business value before a social media site is made available for Designated Member use:

1. Site includes appropriate content that is aligned with the BAA brand image.
2. Participation will benefit a specific business function, such as:
 - o Member
 - o Brand image
 - o Member training
 - o Data gathering
 - o Member
 - o Vendor relations
 - o Professional networking with industry
3. Site usage can be centrally monitored for compliance with applicable standards. Online mentions of BAA by the public, Designated Members, or others will be monitored by BAA members(s) designated by the Chairman and/or Board of Directors. A methodology for assessing BAA's response to online posts will be developed and approved by the same for use in determining if a response is warranted, how the response will be communicated, and who the designated respondent will be. In addition, online mentions that have a potential material impact on the business or reputation of the BAA will be documented and categorized for reporting to the Board of Directors so that opportunities and risks can be properly addressed.

BAA Designated Members, upon approval of the Chairman and/or Board of Directors, may develop branded social media sites. These sites will:

1. Be monitored and managed by BAA Designated Members.
2. Be developed and maintained based on the goals, mission statement and reputation of the BAA.
3. Be clearly branded as BAA and adhere to BAA standards for communications quality and member service.
4. Comply with all applicable regulations and accepted social media standards.
5. Direct members to the Official BAA website for official communications from the organization.

Failure to comply with the Social Media Policy includes, but are not limited to:

1. Airing grievance.
2. Bringing the organization or any of its members' reputation into disrepute.
3. Personal agendas to discredit the organization or any of its members.
4. Personal attacks by any Designated Member to another on social medial in any form.
5. Harassing, abusive, or hate speech.

Failure to comply with this policy may lead to disciplinary action up to removal from the elected/appointed/committee office or volunteer/staff position and loss of BAA membership, if applicable.

If BAA grants you access to its social media site(s), you may be provided with credentials to access such site(s). You agree that such credentials are the property of BAA, and that you will refrain from changing such credentials (unless authorized by BAA), you will return such credentials at the end of your designated use, and you will not share such credentials with any other party.

I, _____, have read and understand the above expectations of the Ballou Alumni Association, Inc. and agree to abide by this Social Media Policy.

Signature

Date

