



# Welcome to the LSA Communicators Network Webinar

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- This Webinar is being **recorded**.
- Presenters will answer **questions** at the end.
- Click on the **? button** to ask a question.

# *Building a* Social Media Policy

## LSA Communicators Network Webinar

(hosted by LSA)

Wednesday, March 16, 2011, 2:00 PM (ET)



HOST: Michael Nevergall  
Co-Chair, LSA Communicators Network  
Assistant Director, Lutheran Disaster Response



# **SOCIAL MEDIA POLICIES & PROCEDURES**

## **Diakon Office of Compliance & Legal Affairs**

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# COMMUNICATIONS MEETS LEGAL ...



- Social media presence requires view from both perspectives
- Communicators = initial impulse is to communicate
- Legal = reputation in public relations circles of “say only what you have to”
- Combination = perception of the image above
- Reality = sound social media policies that expose the organization to minimal risk of litigation and other legal issues





# SOCIAL MEDIA: THE JOURNEY

- Social media law being made nearly daily
- Many aspects untested at this point
- Diakon's experience and journey ...deliberately that of a



- Your journey may vary considerably





## SOCIAL MEDIA DEFINED

- Use of Internet and mobile technologies that transform communication into dialogue
- Create and exchange content
- Can be scary concept ... particularly in terms of HIPAA, HITECH and other legal considerations





# SOCIAL MEDIA DEFINED

- Blogs
- Micro-blogs (Twitter)
- Location-based applications (Foursquare)
- Wikis (Wikipedia)
- Social networking (Facebook, MySpace)
- Photo and video sharing (Flickr, Photobucket, YouTube)
- Social bookmarking (Delicious, StumbleUpon)
- Virtual worlds (Second Life)
- And many others ...





# KEY GOALS FOR SOCIAL MEDIA

- Relationship-building
- Marketing (trickle-down)
- Fund-raising (also trickle-down)







# THE DIAKON EXPERIENCE

- Guiding principle ...
  - Use only what makes sense
  - Use only what fulfills organizational objectives
  - Use only what you have the capacity to manage
- For that reason, Diakon has ...
  - No blogs
  - Concentration on Facebook
    - Multiple FB pages
    - Use by younger constituents
    - Use by older adults
  - YouTube
  - Discussion forum





# ONLINE ADOPTIVE FAMILIES FORUM

Diakon Adoption and Fostercare Message Board - Windows Internet Explorer

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http://www.diakonfamilies.org/ Live Search

DIAKON ADOPTION & FOSTER CARE FORUM

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**Welcome to the Diakon Adoption & Foster Care Forum**

The Diakon Adoption & Foster Care Forum offers a wealth of information from the best resource—parents like you!

From preparing for a child's arrival to caring for a toddler, parents are here to provide their stories, answer questions, and offer support.

At Diakon, we want to provide you and your family with as much help as we can throughout the foster care and adoption process. In addition to being able to communicate with other parents, you'll also find links to helpful sites, useful phone numbers, and a professional advice board where you can post questions for Diakon representatives.

However, this is your community. Use it to connect with other families, share information and resources, and build lasting friendships.

With this resource, we hope to help you create a happy, healthy family and hope that you will continue to visit, contribute to, and enjoy this online community for adoptive and foster parents.

To participate, you must register.

See you on the boards!

Regards,  
Lauren Conzaman  
Executive Director  
Diakon Adoption & Foster Care



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*Please note that you must return to this page to register.  
The registration option is not available on main forum pages.*

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# ONLINE ADOPTIVE FAMILIES FORUM

Getting Started - Diakon - Windows Internet Explorer

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http://forum.diakonfamilies.org/Default.aspx?g=topics&f=2 Live Search

## DIAKON ADOPTION & FOSTER CARE FORUM

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Diakon » Diakon Message Board » Getting Started

### Getting Started Subforums

Forum	Topics	Posts	Last Post
<a href="#">Introductions</a> Introduction to the Diakon Adoption & Foster Care Forum	13	23	Thursday, June 17, 2010 8:23 PM in <a href="#">Hi Everyone</a> by <a href="#">Elily</a> ↗
<a href="#">Frequently Asked Questions</a> Common questions are answered here	13	57	Tuesday, June 01, 2010 12:47 PM in <a href="#">Top 10 Reasons to Adopt a Teen!!</a> by <a href="#">peregrinrose</a> ↗
<a href="#">Advice</a> Ask questions and get advice from parents familiar with the adoption	1	4	Monday, December 21, 2009 12:06 PM in <a href="#">Adoption Process</a> by <a href="#">mkuhlmann06</a> ↗
<a href="#">Finances</a> Paying for adoption - Offer referrals, tips, links, etc.	1	3	Monday, July 27, 2009 12:26 PM in <a href="#">Adoption Tax Credit - FY1</a> by <a href="#">mkuhlmann06</a> ↗
<a href="#">Open Adoption</a> Information about open adoption.	2	3	Thursday, July 15, 2010 11:09 AM in <a href="#">Diakon's Private Infant Program</a> by <a href="#">jrae</a> ↗

### Getting Started

Topics	Topic Starter	Replies	Views	Last Post
<a href="#">2011 is off to a great start!</a>	<a href="#">child2009</a>	0	29	Tuesday, February 22, 2011 10:42 AM by <a href="#">child2009</a> ↗

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Forum Jump

New Posts No New Posts  
 New Posts (Locked) No New Posts (Locked)  
 Announcement Sticky

You **cannot** post new topics in this forum.  
You **cannot** reply to topics in this forum.  
You **cannot** delete your posts in this forum.  
You **cannot** edit your posts in this forum.  
You **cannot** create polls in this forum.  
You **cannot** vote in polls in this forum.

start | Microsoft Offi... | Microsoft Excel... | Prelude Applicati... | Citrix ICA Cle... | Inbox - Microsoft... | other photo - Me... | Internet | 100% | 7:55 PM





# THE DIAKON EXPERIENCE

- For that reason, Diakon has ...
  - Twitter account, but uses it in limited fashion
  - Focused on developing new copy for FB and YouTube
    - Don't repurpose copy (within reason)
    - Develop specialized copy for FB
    - Establish a monthly standard for number of posts
- Brand standards
  - All the usual ones, plus emphasis on grammar and good writing (of course, HIPAA and privacy)
  - Graphics standards, especially if you have multiple Facebook pages





# SOCIAL MEDIA: BRAND CONSISTENCY





# THE DIAKON EXPERIENCE

- Capacity ...
  - Train and monitor ...
  - Use external resources if not sufficient internal capacity
- Promote
- Be ready ...
  - Cyber-complaints
  - Jump in ... people are talking anyway
  - Respond to the big stuff
  - Don't be defensive
  - Litigate only as last resort





# RISK MANAGEMENT

- Many inherent risks and challenges presented by the use of social media
- Diakon determined that a social media policy was an appropriate tool to meet risk-management needs







# SOCIAL MEDIA POLICIES

- Social media policies are not one-size-fits-all and must be tailored to the culture, needs, and realities of your specific organization
- Elements to consider when creating and implementing a social media policy
- Restrictions to consider on the use of social media







## RECENT NLRB CASE STUDY

- *American Medical Response of Connecticut, Inc.*
- Employee terminated for posting disparaging remarks about supervisor on Facebook
- The National Labor Relations Board filed a complaint against the employer alleging that the employer violated the National Labor Relations Act by maintaining and enforcing an overly-broad social media policy
- Parties settled in February 2011. The employer agreed to revise its overly broad social media policy





# CYBER-LIABILITY INSURANCE

- New types of insurance coverage called “cyber-liability” policies
- These policies protect against exposure to technology risks





## OTHER CONSIDERATIONS ...

- Intellectual property rights
- Employment practices
- Social media sites—terms of use and privacy policies
- Privacy and security when using social media





# ADMINISTERING THE POLICY

- Program receives approval for social media
- Employee receives approval to become social media administrator
- Facebook account ...work versus personal e-mail
- Job description addition
- Performance appraisal conducted yearly





# PERFORMANCE APPRAISAL



## Job Description

<b>Job Title:</b> Social Media Administrator	<b>Job No.:</b> As Assigned	<b>Effective Date:</b> February 1, 2010
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<b>Line of Business:</b> Family and Community Ministries; Senior Living Services; Ministry Support	<b>Department:</b> N/A	<b>Current Revision:</b>
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<b>Approvals:</b> WS
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Information contained in this Addendum is in addition to the information provided in the job description for the position held by you.

**Qualifications:** Use of social media by a program, community or ministry support unit must be approved by the SVP/DFCM, the SVP/DSL, or the senior executive for the ministry support unit, in conjunction with the VP, Corporate Communications.

### Essential Duties

	Performance Assessment (Check One) <i>"Needs Improvement" requires completion of "Status of Improvement" columns to right.</i>			Status of Improvement (Check One) <i>Notation and Action Plan Required (See Supervisory Notes/Action Plan at end of document)</i>		
	Exceeds Expectations <i>*Notations required</i>	Meets Expectations	Needs Improvement <i>*Notations required</i>	Showing Improvement <i>*Notations required</i>	No Change <i>*Notations required</i>	Performance Declining <i>*Notations required</i>
1. Performs functions relating to the use of social media in accordance with the "Utilizing Social Media" policy as illustrated by the following:						





# QUESTIONS AND DISCUSSION

facebook

Search

Home Profile Find Friends Acc



Wall

Hidden Posts

Info

Photos (1)

Discussions

Events

Video

Links

277

people like this

Likes



Pepsi Refresh Voting App

Add to My Page's Favorites

Remove from My Page's Favorites

## Diakon Lutheran Social Ministries

Non-Profit Organization Edit Info

Edit



Wall

Diakon Lutheran Social Mi... Top Posts

Share: Status Photo Link Video

Write something...



### Diakon Lutheran Social Ministries

Check out our Diakon television segments on Trinity Broadcasting in Berks County, PA. Our overview show will be airing March 13 and 27 at 6:30 pm. If you would like a sneak peek, you can watch it here first! Just click on "Diakon" on the left side of the page.

Welcome to the Trinity Archives  
www.oldtrinitytv.org

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### Diakon Lutheran Social Ministries

Don't tell God how big your problem is, tell your problem how big God is. ~ Owen Orr

180 Impressions · 1.11% Feedback  
Yesterday at 10:09am · Like · Comment

2 people like this.

Write a comment...

Admins (7) [?]



Use Facebook as Diakon Lutheran Social Ministries

Promote with an Ad

View Insights

Suggest to Friends

### Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

### Sample Ad: Diakon Lutheran...



The text of your ad go here.

Like · Diakon Lutheran likes this.

Chat (0)



# *Mark your calendar*

LSA Communicators Network Conference

**May 3-4, 2011**

Milwaukee, Wisconsin

JOINT SESSION WITH CHRM

**May 4, 2011**

Register at [www.lutherservices.org](http://www.lutherservices.org)

*Interested in becoming a member of the LSA Communicators Network?*

Jeanne Merkel

410-230-3540

[jmerkel@lutherservices.org](mailto:jmerkel@lutherservices.org)

