Welcome to the LSA Communicators Network Webinar

Join the audio portion by calling 888-891-0496 / 477260#

The Webinar will begin in a few minutes

• Please **mute** ( unmute ) your phone line (*6).
• **View** Options: Toggle for Full screen.
• 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)
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 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
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 Cooperman
Executive Director
Diakon Adoption & Foster Care

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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
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 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.
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

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<tr>
<th>Job Title:</th>
<th>Social Media Administrator</th>
<th>Job No.:</th>
<th>As Assigned</th>
<th>Effective Date:</th>
<th>February 1, 2010</th>
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<td>Line of Business:</td>
<td>Family and Community Ministries; Senior Living Services, Ministry Support</td>
<td>Department:</td>
<td>N/A</td>
<td>Current Revision:</td>
<td></td>
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<td>Approvals:</td>
<td></td>
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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/DSLS, or the senior executive for the ministry support unit, in conjunction with the VP, Corporate Communications.

### Essential Duties

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<tr>
<th>Performance Assessment (Check One)</th>
<th>Status of Improvement (Check One)</th>
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<td>“Needs Improvement” requires completion of “Status of Improvement” column to right.</td>
<td>Notation and Action Plan Required (See Supervisory Notes/Action Plan at end of document)</td>
</tr>
<tr>
<td>Exceeds Expectations</td>
<td>Notation required</td>
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<tr>
<td>Meets Expectations</td>
<td>Notation required</td>
</tr>
<tr>
<td>Needs Improvement</td>
<td>Notation required</td>
</tr>
<tr>
<td>Showing Improvement</td>
<td>Notation required</td>
</tr>
<tr>
<td>No Change</td>
<td>Notation required</td>
</tr>
<tr>
<td>Performance Declining</td>
<td>Notation required</td>
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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
Mark your calendar

LSA Communicators Network Conference
May 3-4, 2011
Milwaukee, Wisconsin

JOINT SESSION WITH CHRM
May 4, 2011
Register at www.lutheranservices.org

Interested in becoming a member of the LSA Communicators Network?
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