

Social media policy and strategy basics

- Scope
 - What services
 - **Why use it – goals/objectives for use → your strategy goes here!!**
 - Work this out based on your target audience(s)
- Organizational issues
 - Confidentiality of organization's information
 - Staff information – what can and can't be shared
 - Branding of the organization
 - Legal issues go here e.g. confidentiality
- Professional use with clients/public
 - Persons with responsibility
 - What is appropriate content (links with T&C's)
 - Hours of operation → how frequently updated/checked etc
 - Something to say when it will be unmonitored for an extended period (e.g. holiday, long weekend) with contact details for other services (e.g. Kids Help Line)
 - What services are used to engage with the public/clients (compared w prof-prof)
 - Rules for provision
 - Not using real name etc
 - Look at things like 'BlueBoard rules and consent' below
 - Removal of content
 - Flowchart on how to respond when removing content
 - Always contact user and say why content was removed.
- Response frameworks
 - Flowchart (see page 3)
 - Structure of a response – who to talk to etc.
 - Categories & emergency definition → guidance about how to respond
- Personal use
 - What to do when client contacts via personal account
 - Maintaining personal & professional boundaries
- Professional use between professionals
 - Maintaining confidentiality
 - Making referrals
 - What services to use

Terms of use

- When you will remove posts
- Forms to fill in

You can do this in either one huge document or in a number of smaller ones. I probably recommend splitting it into a strategy doc, a policy doc (with most of the legal stuff), and a procedures doc.

My presentation from the day: <https://prezi.com/alrmoebpm9ei/social-media-unplugged/>

Useful Resources & some ideas

AMA Guideline for Social Media & Medical professionalism: how to maintain professional standards <http://ama.com.au/node/6231>

BlueBoard Rules and Consent for forum use: <http://blueboard.anu.edu.au/showthread.php?t=550>

Online database of social media policies (general) <http://socialmediagovernance.com/policies.php>

“Homeless youths use of social networking” (US study)
<http://technorati.com/blogging/article/homeless-youths-use-of-social-networking/>

“We are Visible” social media education campaign for homeless youth <http://wearevisible.com/>

Google Grant program for free Google AdWords credit <http://www.google.com.au/grants/>

Example of Facebook landing page: <https://www.facebook.com/cocacola>

Online appointment booking system on Facebook tab example:
https://www.facebook.com/dialogueaus?sk=app_116350218479491

Video

Animoto video slideshow service: <http://animoto.com/>

Example of animoto video: <http://www.youtube.com/user/YEAHaustralia#p/u/7/QBJA5G4D-gc>

Xtra Normal animated video service: <http://www.xtranormal.com/>]]

Twitter

Example of twitter background with information on side: <https://twitter.com/#!/dialogueaus>

Other

Change.org campaigning platform: <http://www.change.org/>

Pozible crowdfunding website: <http://www.pozible.com/>

Analytics

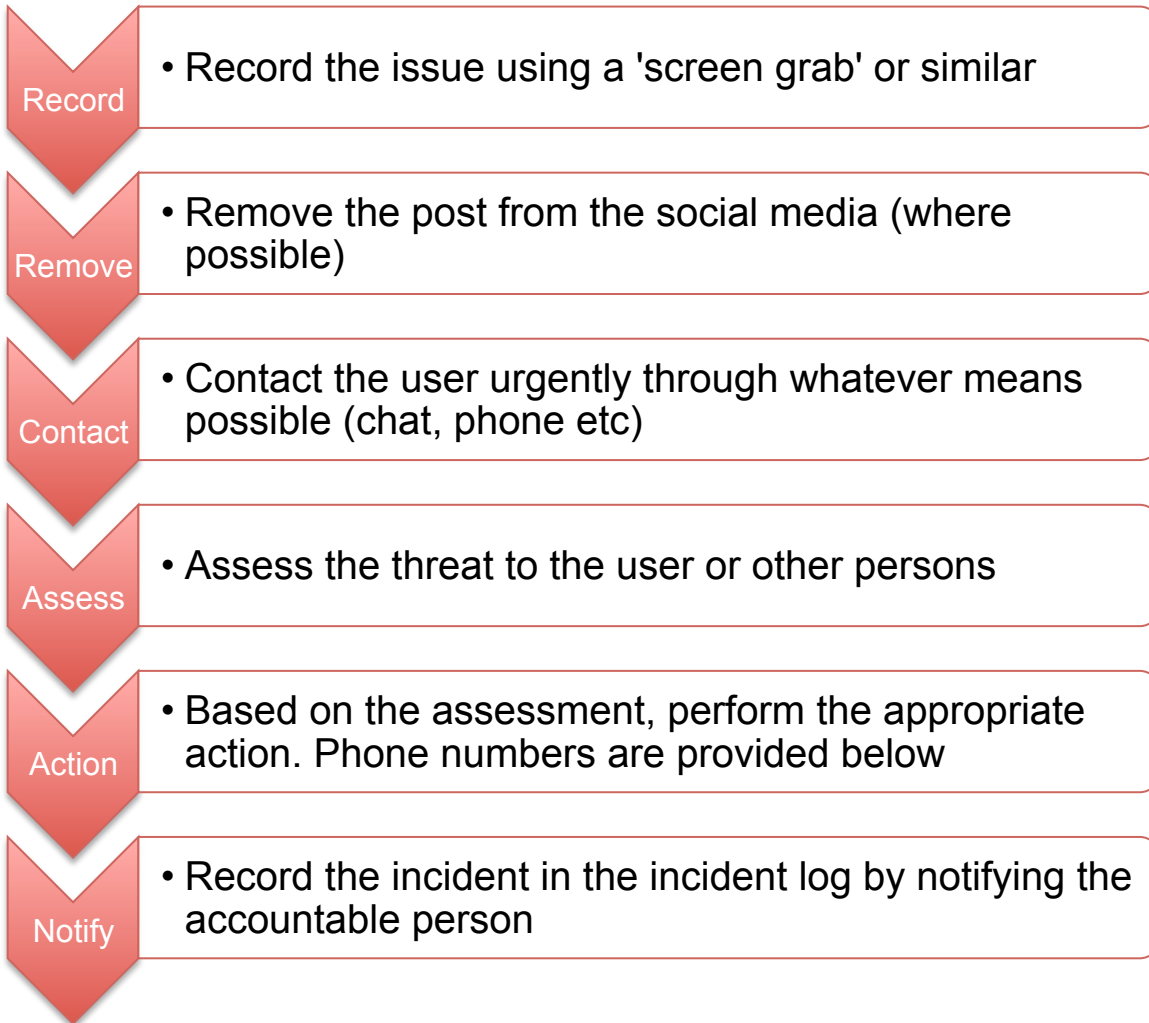
Bit.ly link shortener: <https://bitly.com/>

Google Analytics for web: <http://google.com/analytics>

Example of response framework

From a social media policy I developed with a youth organization:

Code RED events are an emergency usually involving serious and imminent risk to a person.



Event logging and notification forms:

Should contain information on Date/time, social media account, details of incident, how it was responded to and who managed the response.