



ARTS COUNCIL SILICON VALLEY SOCIAL MEDIA POLICY

Communications Covered

In general, all public communications, including without limitations press releases, articles, blogs, bulletin boards, and online postings, which are made or intended as official communications from or for Arts Council Silicon Valley, must be cleared through the Director of Communications or other designated Arts Council Silicon Valley representative.

This policy governs the publication of and commentary on social media by the Arts Council Silicon Valley ("ACSV") and related persons or persons acting on its behalf including, without limitation, employees, consultants, contractors, and volunteers (including members of the Board of Directors and Board Committees) ("Affiliates"). For the purposes of this policy, social media means any facility for online communication, publication and commentary that is accessible to members of the public or others outside of ACSV and its Affiliates, including without limitation the ACSV and Artsopolis websites, blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and media sites such as YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet (collectively "policy").

Arts Council Silicon Valley Affiliates are free to publish or comment via social media in accordance with this policy. ACSV Affiliates are subject to this policy to the extent they identify themselves as communicating in their capacity as an Arts Council Silicon Valley Affiliate (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Arts Council Silicon Valley), or where the nature of their publication or commentary reflects their association with ACSV.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary through other means.

All uses of social media must follow the same ethical standards that Arts Council Silicon Valley Affiliates must otherwise follow.

Setting up Social Media

Assistance in setting up social media accounts for use in connection with ACSV activities or purposes and their settings can be obtained from Arts Council Silicon Valley's Director of Communications or other designated ACSV representative.

Social media identities, logon ID's and user names may not use Arts Council Silicon Valley's name without prior approval from the Director of Communications.

Don't Disclose Confidential Information

As a tax-exempt, public nonprofit corporation, ACSV is committed to transparency and communication with the community consistent with its mission. However, confidential information should never be included in social media publications or communications.

Confidential information includes all personnel and financial information, all information that is subject to express nondisclosure restrictions by agreement or law, and personal information covered by privacy protections (such as donor personal information, health or medical information, or social security numbers). Confidential information may also include information about ACSV activities that have not been the subject of prior public disclosure by ACSV or others, and includes but is not limited to disclosure of unpublished details related and/or pertaining to Arts Council Silicon Valley's software, details of current or future projects, financial information, research, and/or trade secrets.

Protect Your Own Privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Arts Council Silicon Valley website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

Be Honest

Do not blog anonymously, using pseudonyms or false screen names. Arts Council Silicon Valley believes in transparency and honesty. Use your real name, be clear who you are, and identify that you work for Arts Council Silicon Valley. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Respect Copyright and Trademark Laws

It is critical that you obey the laws governing copyright, including the fair use or fair dealing of copyrighted material owned by others, and trademark use. This includes Arts Council Silicon Valley's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. Using images created by others are also subject to copyright protection. It is good general practice to link to others' work rather than reproducing it. Trademarks should be reproduced or used in ways that do not confuse the reader about the origin of the trademarked goods or services, or in ways that suggest affiliation or sponsorship by the trademark owner, unless a license or permission has been obtained.

If in doubt about whether a use is in accord with copyright or trademark law, or the appropriate use of copyright or trademark notices, please contact the ACSV Director of Communications.

Respect Your Audience, Arts Council Silicon Valley, and Your Coworkers

ACSV does not permit or condone its Affiliates' use on its behalf of ethnic slurs, defamatory comments, personal insults, obscenity, or comments intended to offend in any social media.

Be mindful that the public in general Arts Council Silicon Valley, ACSV customers and clients, and your ACSV colleagues and Affiliates, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the Arts Council Silicon Valley website. Don't be afraid to be yourself, but do so respectfully. Give proper consideration to the privacy of others and the sensitivity of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed by you are yours alone and do not represent the official views of Arts Council Silicon Valley. If in doubt, please consult with the Director of Communications or other designated representative.

Respect the interests of Arts Council Silicon Valley's funders, board, staff, partners and suppliers.

Funders, board, staff, partners and suppliers should not be cited or obviously referenced without their written approval. Never identify a third party without written permission and never discuss confidential details of a program. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a person so long as the information provided does not violate any non-disclosure agreements that may be in place or make it easy for someone to identify the third party. Your blog is not the place to "conduct business".

Controversial Issues

If you see misrepresentations made about Arts Council Silicon Valley in the media, you may point that out in a factual and constructive fashion. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it is not otherwise misleading and does not disparage that party or any other party. Avoid arguments.

Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Think About Consequences

For example, consider what might happen if an Arts Council Silicon Valley employee is in a meeting with a funder, member organization or prospect, and pulls out a print-out of your blog which states: "This person at Arts Council Silicon Valley says that program sucks."

Use good judgment in your blog when referring to Arts Council Silicon Valley, our funders, organizations, board or your co-workers.

Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

Wherever practical, you must use a disclaimer saying that while you work for Arts Council Silicon Valley, anything you publish is your personal opinion, and not necessarily the opinions of Arts Council Silicon Valley. The Director of Communications can provide you with applicable disclaimer language and assist with determining where and how to use that.

Don't forget your day job.

Make sure that blogging does not interfere with your job or commitments to the community.

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause.