Social Media for your Organization
#TXSTORGCON
Accounts must have the “voice” of your organization, not the person who posts.

Your followers are your friends/members, don’t take them for granted.

Your organization’s reputation is important on Social Media.

A couple of DIFFERENCES BETWEEN what we are TALKING ABOUT TODAY and HOW YOU NORMALLY USE SOCIAL MEDIA
• Twitter
• Instagram
• Snapchat
• (That one that no one is on)
#HASHTAGS

Creating a hashtag and/or Piggy-backing on a hashtag
Dashboards provide the ability to schedule posts at the best time of day for your audience.
Who Controls your posts?

• Passwords
• DO NOT Just start a new account = lose history, followers, confusion on what is the “official” account

HAVE Your Execs add a social media “Digital Citizenship” clause to your risk management policy
Example Policy:

*Members shall not engage in any of the following on social media:*

- Harassment
- Libel or slander
- Fraud or misrepresentation
- Unauthorized copying or transmission of copyright-protected items
- Use of Orgs trademarks, logos, insignia or copyrights without prior approval
- Unauthorized use of email accounts or passwords assigned to others
- Posting or sending obscene, pornographic or offensive material
- Posting or sending political information or propaganda
- Material that casts the organization in an unfavorable light, including, but not limited to, any materials deemed to associate the organization with alcohol or illegal-substance use or to be sexist or demeaning to minorities or other persons
- Posting or sending material that does not comply with the mission or values
- Solicitation of alumni for personal reasons or fundraising for personal community-service interests
Ryan Holmes – C.E.O. Hootsuite

The problem is that few of these “private” networks fulfill their mandates. Snapchat has been hacked, repeatedly, with hundreds of thousands of sensitive – supposedly disappearing – user photos posted on the Internet. And in October, it was revealed that the anonymous network Whisper was actually saving users’ posts and locations and compiling this information in a searchable database. As Venture Beat points out, real anonymity and privacy on the Internet is extremely difficult to achieve. While it’s easy to make promises, it’s nearly impossible to deliver.