



Social Media Policy

TBHC social media platforms are designed to be an interactive extension of the organization and its brand. It is often the first place stakeholders will go for information. These venues should be used to connect people with the organization and provide a means for dialogue that may not otherwise occur. All staff, committee and board members of the Collaborative are encouraged to use social media tools to promote the organization.

Goal: Utilize social media tools to advance the TBHC mission and vision.

Vision Statement

We envision a community that values health and health services for everyone.

Mission Statement

We promote and advance the health and wellness of those underserved through community collaborations.

Platforms

Twitter: @tampabay_health

Facebook: <http://www.facebook.com/tampabayhealth>

LinkedIn: <https://www.linkedin.com/company/tampa-bay-healthcare-collaborative>

Objectives:

- Increase membership and community engagement
- Strengthen relationships with members and community partners
- Offer relevant, accurate and reliable health and wellness information
- Facilitate conversations and awareness of health and wellness news, public policies and issues

Principles:

- Be consistent in messaging across all social media outlets
- Promote sharing of information and encourage commentary
- When posting to your personal social media outlets, clarify that the content and opinions are an individual perspective and not necessarily that of TBHC.

Identity. Social Media communications should reflect the organizational voice of TBHC.

Aspects of the TBHC voice include: *collaborative, friendly, informative*. Avoid using your personal identity when posting on TBHC Social Media outlets; maintain the organization's voice.

Please, observe the following guidelines:

Be Responsible & Respectful. All Social Media communications should be viewed as an internal email that has gone public to the organization and all stakeholders. Everything you post on social media will be visible to the entire world, and will likely be public for an extended length of time.

- Respect TBHC, local organizations, employees, members, partners, funders, donors, corporate sponsors and vendors by adhering to the Social Media policy.
- Refrain from use of obscenities, personal insults, ethnic slurs or other inflammatory or vulgar language.
- When posting on TBHC social media outlets, be sure all content is a direct representation of the organization and its work.

- Do not publish or cite personal details or photographs about TBHC staff, members, partners, funders, donors, corporate sponsors or vendors without prior consent.
- Maintain the confidentiality that has been entrusted to you, and do not divulge or discuss proprietary information, internal documents etc. Do not share any confidential information.
- When taking action on legislation or during a campaign, use appropriate online behavior to ensure the TBHC mission and vision are upheld. Avoid activities that could be considered lobbying as these activities could endanger the nonprofit status of the organization.
- Never represent yourself of TBHC in a false or misleading way. All Social Media communications must be true and all claims must be substantiated.

Give Attribution. Always adhere to privacy policies, copyright laws and guidelines when sharing content on social media.

- Be sure all digital TBHC created content shared on Social Media, is branded or watermarked with the TBHC logo (*i.e. articles, blogs, photos, videos, graphics etc.*).

Share the TBHC Mission. You have a unique perspective of TBHC based on your role in the organization. Discuss your talents, skills and knowledge with others. Express your passion and personality when writing about the mission and work of TBHC on social media.

- Broadcast your experiences representing TBHC in the community, by writing social media posts and sharing photos or videos.
- Blog about your work on the TBHC website and promote it across multiple social media outlets.
- Be relatable, honest, authentic and transparent in your social media communications. *Never spread gossip, hearsay or assumptions.*
- Always use your real name and clearly identify your role and the work you do for the Collaborative.

Inspire Dialogue. Share the events and activities of others and encourage them to do the same.

- Be part of the conversation and reply to comments shared on the TBHC social media outlets.
- Review posts/comments with disparaging, inaccurate or vulgar content. Remove offensive comments with vulgar content.
 - Some negative posts/comments are better left unanswered, especially if a response is likely to incite a further negative outcome.
 - Some negative posts/comments with misinformation can be an opportunity to respond positively and accurately.
- Always thank others for participating in conversations and sharing information.
- Share information, news, events and updates that represent all areas of Tampa Bay especially those served.