**NAME OF FISCAL SPONSOR**

**Social Media Policy**

**Policy Statement**

It is the policy of FISCAL SPONSOR'S NAME to allow for and support employees, volunteers, and other stakeholders of FISCAL SPONSOR'S NAME and our fiscally sponsored Projects, to leverage social media platforms to amplify and advance our collective missions in a professional, responsible, and compliant manner. In this policy, FISCAL SPONSOR'S NAME and our fiscally sponsored Projects are collectively referred to as the “Organization”.

**Applicability.** This policy applies to You if You are an employee, volunteer, or other stakeholder of the Organization when using social media platforms for purposes related to the Organization. For employees, this policy does not distinguish between “personal time” and “work hours” usage, or personal devices and Organization-provided equipment. You are at all times a representative of the Organization if your posts are related to the Organization regardless of how or when you are posting on social media.

**Guidelines**

1. **Mission Related.** All social media activities must align with the mission, values, and goals of the Organization.
2. **Be Respectful.** Respect must be shown towards all individuals and organizations in online interactions.
   1. Treat all individuals with respect, regardless of differences in opinion.
   2. Avoid engaging in arguments or hostile exchanges online.
   3. Refrain from using offensive language, discriminatory or defamatory remarks, or engaging in any form of harassment or bullying.
3. **Organization vs. Personal Communications.** Personal opinions should be clearly distinguished from official Organization communications. You may not use Organization-provided equipment or accounts to share personal opinions that do not align with the mission, values, and goals of Organization.
4. **Accurate Information.** Do not post false or misleading information and cite sources when appropriate.
5. **Legal Compliance.** You must comply with all relevant laws, including, without limitation:
   1. **Prohibitions on Political Activity**. 501(c)(3) nonprofits may not engage in political activity. This means You cannot endorse particular candidates or encourage others to vote for any political party if your communications could in any way be attributed to the Organization.
   2. **Copyright law.** You may not violate copyright laws by posting the content of others without their permission.This includes photos, video, audio, and written materials.
   3. **Privacy laws.** You may not violate any applicable privacy law including sharing personally identifiable or otherwise protected information of others.
6. **Confidentiality.** Confidential information, including financial data, donor information, and sensitive Organizational information, must not be disclosed on social media platforms under any circumstances without the prior written approval of FISCAL SPONSOR'S NAME’s TITLE OF APPROPRIATE CONTACT
7. **Representation**
   1. All official Organization accounts managed by fiscally sponsored Projects of FISCAL SPONSOR'S NAME must clearly disclose the existence of their relationship with FISCAL SPONSOR'S NAME.
   2. Clearly identify yourself as a representative of the Organization when engaging in discussions related to Organization.
8. **Security.** 
   1. Take necessary precautions to safeguard personal and organizational accounts from unauthorized access. This includes using multi-factor authentication to log in and unique passwords that are periodically changed according to industry best practices.
   2. Be cautious of phishing attempts and suspicious links, and report any potential security threats to your supervisor.
9. **Keep the Organization Informed.** You are to inform FISCAL SPONSOR'S NAME’s TITLE OF APPROPRIATE CONTACT immediately if You:
   1. Have any questions regarding this policy;
   2. You receive any threatening communications;
   3. Become aware or believe this policy is being violated by anyone;
   4. You are contacted by the media or press about any post that relates to the Organization; or
   5. You receive any communications regarding a legal or regulatory action or claim.
10. **Use of Artificial Intelligence.** The Organization recognizes artificial intelligence (AI) is increasingly utilized to enhance social media presence and engagement. It is imperative that the use of AI aligns with the Organization’s values and ethical standards. This subsection outlines guidelines for the appropriate use of AI with social media.
    1. **Transparency and Disclosure**. When AI technology is employed in activities such as content generation, recommendation algorithms, or customer interactions, it should be clearly disclosed that AI is being utilized.
    2. **Guarding Against Misinformation & Bias.** AI systems are far from perfect and can generate false information as well as perpetuate biases and racism. All content generated by AI must be reviewed by You to ensure any resulting postings or social media engagement are compliant with this policy and guidelines.
    3. **Continuous Evaluation and Improvement**. As AI technology continues to evolve, the Organization will regularly evaluate the effectiveness, fairness, and ethical implications of AI systems used for social media. The Organization reserves the right to disallow any or all use of AI when used for social media or other purposes related to the Organization.
11. **Training & Education.** The Organization may require You attend trainings on this policy and appropriate use of social media.
12. **Monitoring and Enforcement.** The Organization reserves the right to monitor social media activities related to the Organization. Violations of this policy may result in disciplinary action, up to and including termination of Your employment or volunteer status.
13. **Acknowledgment.** By representing the Organization on social media platforms, You acknowledge Your understanding and agreement to comply with this policy.
14. **Contact Information.** Questions or concerns regarding this Policy can be directed to FISCAL SPONSOR'S NAME’s TITLE OF APPROPRIATE CONTACT.
15. **Updates to Policy.** This Policy was last updated on DATE and will be reviewed periodically and updated as appropriate. Any updates to this Policy will be shared with You on or around when such updates are enacted.