



# Women's International League for Peace and Freedom

## Social Media Policy

### Purpose

The purpose of the social media policy for Women's International League for Peace and Freedom, U.S. Section, is to provide guidance on best practices for use in posting on U.S. section social media platforms and discussion forums, and/or for creating social media presences at the Branch or Issue Committee level.

Online community building through the usage of social media can help WILPF achieve its mission to create the peaceful transformation they wish to see in the world by making connections that:

- Provide continuity with the past so that knowledge of historical events and patterns informs current activities for change
- Create analysis and action that reflect and reinforce each other
- Link and challenge root causes of oppression, especially racism, sexism, heterosexism, militarism, economic disparity, and political disempowerment
- Build and strengthen relationships and movements for justice, peace, and radical democracy

### Scope

The scope of this social media policy is to provide guidance in online engagement on any of WILPF's social media sites and discussion forums, to include (but not limited to): Facebook, Twitter, blogs, wilpfus.org website discussion forums, Wikipedia, Pinterest, MySpace, and LinkedIn.

These guidelines also apply to any comments WILPF-U.S. staff, board members, and Issue Committee Chairs may leave on other organizations' blogs or social media pages, wiki edits, responses to and reposting of Tweets on Twitter, postings on message boards/forums, and opinions in online polls.

While this policy cannot cover every possible situation WILPF staff, board members, and Issue Committee Chairs may encounter within the social media realm, it is intended to provide guidance in common areas of concern.

## Guidelines

1. Assume it will be online forever. Anything posted on the Internet can be traced back to its original source. Even when a page or post is taken down, the information still lives in “cached” form. In addition, anything written can be saved by other people or entities and reposted. Assume that anything that you write on the Internet is there forever.
2. Remember that you represent the organization. While WILPF-U.S. does not condone or support managing the personal social media presences of its staff, board members, or Issue Committee Chairs, it is important to remember that anything you post can be considered a reflection of the organization, particularly when it comes to the areas in which WILPF engages in work.
3. Avoid harassing other individuals or organizations. WILPF-U.S. is an organization that engages in passionate work. We must always remember, however, that harassing other organizations and individuals will reflect poorly on the organization as a whole.
4. Take extreme care when promoting other organizations or causes on official WILPF social media sites. Anything you post can be considered by others to be official WILPF endorsement or support of a cause or issue. When in doubt, bring your concern to the WILPF Board of Directors for guidance. If you must post a personal opinion, please state very clearly that it does not represent an official WILPF-U.S. opinion. Do not promote personal projects unless they are specifically endorsed by WILPF-U.S.
5. Maintain confidentiality. Do not post identifying information about WILPF staff, members, board members, or Issue Committee chairs without their prior written consent.
6. Always provide a trackback. Be sure to provide a link to the original source of photos, posts, or articles referenced. This will lend credibility to posts and discussion topics and will provide the original source for convenience in referencing.
7. Identify yourself. Avoid posting under “anonymous” identifiers on WILPF social media sites and discussion forums. Your identity as WILPF staff, board member, or Issue Committee chair has the ability to lend credibility to your online posts or discussions and therefore, can help increase the visibility of WILPF-U.S.
8. Do not approve crosspost requests (a crosspost is when an organization or individual requests a post on a site or forum in exchange for the same on their site or forum), recommendations, or testimonials.
9. Do not counter with negativity. If you find a negative post or topic online about yourself or WILPF-U.S., do not counter with a corresponding negative post. Instead, find a way to publicly offer to fix the situation by positive action. This will reflect positively on WILPF-U.S. as a whole and encourage positive public relations.
10. Do not offer legal advice online.