



Social Media Policy for Albuquerque Community Foundation

This policy applies to the Foundation's personnel, members of its board of trustees, and to any other persons, such as committee members, who may possess confidential or proprietary information about the Foundation. This policy refers to such persons as "Foundation personnel."

The Foundation uses social media to communicate to the general public. To secure the Foundation's corporate social media accounts, a two-step verification process and complex password for each of the corporate accounts have been implemented to safe guard unauthorized login.

Along with the password policy, the Foundation website will have the password credentials change every 90 days to mitigate the possibility of any unauthorized logins. Due to Facebook and LinkedIn being administered by personal accounts, a two-step verification process must be set-up to ensure a secure account. As for Twitter, Google+ and Instagram, a two-step verification process must implemented and one administrator will be the point-person for the account.

If a Foundation employee with access to these social media corporate accounts should leave the Foundation then he/she must be deleted as an administrator of the Facebook page(s) and LinkedIn page. All other social media account passwords must be changed.

Objectives:

The Foundation has created accounts with Facebook, Twitter, Google+, LinkedIn and Instagram in order to:

- Raise the visibility of the Foundation in the community.
- Provide an outlet for more timely and informal communications.
- Allow the Foundation to engage in a conversation with a broad audience.
- Provide a place for our stakeholders to connect with one another.
- Drive traffic to www.albuquerquefoundation.org/www.goodnewsnm.org and other communications tools.
- Create a group on LinkedIn to connect better with Professional Advisors.

Content:

The Foundation will post:

- Basic information about the Foundation (contact information and mission).
- News about Foundation activities, events, or staff.
- Highlights of good work being done by our grantees and partners.
- Photographs and recaps of Foundation events.
- Questions for the community.
- Links to research or information.
- At times, there may be overlap between content posted on various social media. Whenever possible, we will link to information on our website.
- All social media will be written in a more informal, conversational tone.

Administration:

- Designated Communications Staff and/or contractors will serve as administrators and have the ability to update all social media. At least two administrators will have primary responsibility for updating the page regularly and monitoring and responding to comments. The Vice President of Philanthropic Services will monitor all updates and provide suggestions.
- The Foundation intends to update social media for all accounts at least twice per week.
- Each administrator must ensure a two-step verification process for their personal Facebook and LinkedIn page in order to secure ACF's business pages.
- Mobile verification or 2-step verification must be present on Facebook, LinkedIn, Google+, Twitter, and Instagram. When logging in from a new device (or sometimes any device), a code to validate the account will be sent via text message or email. In other words, for someone to hack the Foundation's passwords on a social account, they would also need access to the mobile phone used for the validation.

Comments:

- The Foundation recognizes that social media is an interactive communications vehicle and that comments posted on the page may at times be negative or critical. We will make the decision to moderate or remove content when necessary.

Policy for Posting:

First and foremost, Foundation personnel should do nothing that could undermine his/her credibility with the public, damage the Foundation's standing with the general public, or otherwise jeopardize the Foundation's reputation.

- Recognize that everything you write or receive on a social media site is public. Anyone with access to the web can get access to your activity on social media sites. Regardless of how careful you are in trying to keep them separate, your professional and personal life overlap in your online activity.
- Use the highest level of privacy tools available to control access to your personal activity. Remember, someone may be able to hack those tools and make public what you thought was private.
- You should conduct yourself in social media forums with a close eye. In other words, don't behave any differently online than you would in any other public setting.
- Remember the same ethics rules that apply offline also apply to information gathered online.
- You must not advocate for political or other potentially polarizing issues via your professional social media account. This extends to joining online groups or using social media in any form to express personal views on a political or other controversial issue via your professional social media account.

- Foundation personnel must adhere to the Foundation’s Policy on Confidentiality in their use of Social Media. This means they may not discuss any confidential and/or proprietary work-related matters or information through Social Media. Likewise, personnel may not post through Social Media confidential and/or proprietary donor, grantee or Foundation-related documents, or post any information that would violate the Foundation’s Policy on Confidentiality.

Should any person willfully violate the rules set forth in this document, appropriate disciplinary action will be taken, including the possibility of immediate termination of employment and/or disbar from respective board or committee seat.

Adopted by the Board of Directors: August 18, 2015

Revised by the Board of Directors: March 19, 2019

Revised by the Board of Directors: June 21, 2022

“I have read and agree to the above-referenced policy/procedure.”

Foundation Personnel Signature _____ Date _____