

WORT 89.9FM Staff Social Media Policy

Our overall goal is simple: to enable staff to participate online in a respectful, relevant way that protects our brand and reputation while promoting the station, WORT events and activities.

The following guidelines apply to staff who create or contribute to blogs, wikis, social networks, or any other kind of social media. The list includes but is not limited to: Twitter, Yelp, Tumblr, Google+, Wikipedia, Pinterest, Instagram, YouTube, Foursquare, LinkedIn, Wordpress, Vimeo, Facebook pages/groups, or comments made on online.

The WORT social media policy affects use of social media on sites where the station has setup official WORT accounts/profiles.

Social Media Policy

1. Post and comment using social media accounts/profiles created by the station; creating additional accounts/profiles may dilute the WORT follower-base.
2. Posts and comments should reflect and showcase station activities. Posts and comments should never embarrass the station or damage the station's relationship with the community.
3. Represent yourself and the station in an honest way. All statements made should be truthful with claims that can be substantiated.
4. Respect materials that belong to others. It is best practice to avoid linking to work (text, images, audio and video) that is not yours, unless you are given permission by the owner to reproduce it.
5. Post meaningful, respectful comments that are on-topic.
6. Share your expertise where you provide unique, individual perspective on non-confidential activities at the station.
7. Appear as yourself and do not impersonate others.
8. Avoid commenting on topics that are related to legal matters, litigation or any parties the station may be in litigation with.

Because you are staff, your actions online may be perceived as representing the station. It is recommended that when posting on non-WORT social media accounts you include a disclaimer saying that while you work at WORT, your personal opinions are not the necessarily the opinions of the station.

Be smart about protecting yourself, your privacy, and the station's confidential information. Consider the content of your posts and comments carefully, keeping in mind that that no one is truly anonymous on the internet. What you publish is widely accessible and will be around for a long time.

Consequences of Violating the Social Media Policy

Inappropriate activity that is in conflict with this document's guidelines may result in disciplinary action.

Please confirm that you have read and understand the guidelines.

Signature

Date