

## **WORT 89.9FM Volunteer Social Media Policy**

**Our overall goal is simple: to encourage volunteers to post, comment and share online in a respectful, relevant way that protects WORT's interests and reputation.**

Volunteers are an important part of the WORT brand, which is characterized by our mission. WORT gives voice to those under-represented and challenges the cultural and intellectual assumptions of our listeners. Whether posting, commenting or sharing on a personal or official WORT account, volunteers should be true to the WORT mission while respectful of others and mindful of the station's best interests.

Consider the content of your posts and comments carefully. If your posts and comments could be interpreted as representing WORT's position, include a disclosure such as "These opinions are my own and don't necessarily represent the WORT position or opinion."

Keep 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.

### **Social Media Policy**

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

The policy applies to volunteers 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.

1. Post and comment using social media accounts/profiles created by the station; creating additional accounts/profiles may dilute the WORT follower-base.
2. WORT encourages open discussion and differing opinions; however, show respect for others' opinions and privacy and refrain from engaging in topics that may be considered offensive or inflammatory.
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 use of work (text, images, audio and video) that is not yours, unless you are given permission by the owner to reproduce it.
5. Appear as yourself and do not impersonate others.
6. Avoid commenting on topics that the station would regard as confidential.

### **Consequences of Violating the Social Media Policy**

Inappropriate activity that is in conflict with these guidelines and the WORT Volunteer Handbook may result in disciplinary action.

*Please confirm that you have read and understand the guidelines.*

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**Signature**

**Date**