

## **ASU Nonprofit Professionals Alumni Club Social Media Guidelines**

This document will offer informational guidelines for officers and managers posting on ASU Nonprofit Professionals Alumni Club's (NPAC) social media channels. All NPAC social media channels will be public, allowing and encouraging comments and dialogue from followers and other users.

### **Who can post**

The following positions will be granted access to post on behalf of the club: the club president, vice president, and (when applicable) communications coordinator, as well as a representative from the ASU Alumni Association. Upon election onto the club's board, you must read and sign this document, indicating your understanding and agreement to uphold these guidelines.

### **How to post**

As stated on page 7 of the Arizona State University Alumni Association's (ASUAA) Alumni Constituents Board Policy No. 4,

All communications by ASUAA constituent groups will adhere to the highest standards of professionalism. Specifically, no communications shall directly or indirectly post any content or market any activity that will portray the Association or university in a negative manner.

All communications by ASUAA constituent groups shall abide by any and all requirements established by the Association in regards to restrictions established in the university alumni database.

All posts should be proofread prior to being published to double check for proper spelling and grammar.

### **What to post**

Use good judgment when posting on behalf of the NPAC. Do not include private or confidential information of the university, the club, or our members.

You are encouraged to focus NPAC social media content on club activities and updates, but are not limited by this. You may also promote other news and events, so long as it relates to the club's purpose of: networking, professional development, community service, and online resources.

All posts should promote at least one of the following values:

- Professionalism: Promoting professional development and employment opportunities, and career advice and encouragement

- Philanthropy: Promoting service opportunities at community organizations, and highlighting club members who are doing good work in the community
- Collaboration: Promoting news and events from other community organizations
- Meaningful change: Discussing the needs of the community and the nonprofit sector
- Informational: News, research, and updates from other organizations and the nonprofit sector as a whole
- Entertainment.

In any of your posts, you should try to have fun, be creative, and engage the audience.

### **What not to post**

Vulgar language, inappropriate content, political and religious content that does not directly affect the club or the club's members, anything that may be seen as offensive to our audience.

### **Questions to ask before you post**

1. How does this content relate to the club's mission and vision?
2. How will this information help club members?
3. Does this content represent the values and uphold a positive image of Arizona State University and the ASU Alumni Association?
4. Will this content offend any of our audience members, or anyone within our audience's social networks?

### **Crediting other sources**

When posting content from another source, always link back to the original author. If a link is not available, the original author and/or source must still be mentioned. All [copyright laws](#) and [creative commons licenses](#) must be honored.

### **Posting photos & videos**

Photos and videos may only be posted of NPAC members who have given permission to the club. Waivers will be offered at each event's registration. Once photos and videos of events are posted, club members should be encouraged to tag themselves and their friends, and share the content. When images or videos are posted on NPAC channels from other sources, the original source must be tagged and/or mentioned.

### **Personal vs. professional**

Personal announcements about club members such as birthdays, weddings, and awards with permission from the mentioned individual, but should not be the highlight of the channel.

When posting on behalf of the club, you may offer personal opinion, so long as it upholds all of the values of NPAC, ASUAA, and ASU, and you must end the post with your name, indicating it is your opinion.

Club officers and members are encouraged to repost and share content from the NPAC social media channels to help promote events and glean new members.

**Monitoring & listening**

All active social media channels should be monitored periodically to look for mentions of NPAC, and be responded to and/or reposted as necessary. A heavy focus will be on listening to how followers respond to (or do not respond to) the club’s posts. Adjustments will be made to provide the most relevant and desired content as possible.

**Negative comments & posts**

As stated in the Social Media section of the Arizona State University Communications Guide (2012) “transparency is not optional” (para. 13). No comment or post will be deleted from the page, unless inappropriate language has been used. Negative comments should be used as a public relations and customer service opportunity, and a solution should be attempted through the same comment thread. If a solution cannot be immediately reached, you should ask the specific user to contact the club for further information. While responding to negative comments and posts, always remain positive, professional, and polite. If a comment or a post must be deleted, you must first contact the ASU Alumni Association to discuss the situation.

Positive comments should also be responded to, either with a comment or a simple “like.”

**ASU & ASUAA brand standards**

When creating images to be posted on NPAC social media channels, designs must uphold all ASU and ASUAA brand standards. ASU and ASUAA logos must not be altered, fonts and color schemes should attempt to remain consistent, and university values must always be upheld. [Click here to view the full ASU Communications Guide.](#)

**Agreement to guidelines**

I have read and agree to uphold the ASU Nonprofit Professionals Alumni Club Social Media Guidelines.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Position

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Signature

\_\_\_\_\_  
Date