Wilton House Museum Social Media Policy

This policy governs the publication of and commentary on all forms of social media by employees of Wilton House Museum. For the purposes of this policy, social media is defined as any facility for online publication and commentary including, but not limited to: blogs; wikis; networking sites including but not limited to Facebook, MySpace, LinkedIn, Twitter, Flickr, Foursquare, Instagram, Snapchat, Pinterest, Yelp, and YouTube; online publications; and other online media outlets.

The Executive Director is the official administrator of all Wilton House Museum social media platforms. The Executive Director may assign social media editorial responsibilities to various employees. Project based postings may be made by museum interns with prior permission by their supervisor.

Wilton House Museum social media will not be used to promote any members-only activities of the NSCDA-VA.

All uses of social media must follow the same ethical standards that Museum employees must otherwise follow. See the Museum's personal conduct policy for details.

Content is written from the perspective of the institution and will reflect Museum language, policy, messaging, and opinions.

All commentary or publications written for blogs or other social media sites in which the author identifies him/herself as a Museum employee in the posting or discusses Museum projects, programming, or exhibitions is subject to review by the Executive Director.

Authors are subject to laws governing copyright and/or fair use for material owned by the Museum or by others and are subject to copyright and/or fair use infringement penalties.

Senior management reserves the right to rescind posts, alter content, and revoke posting privileges at their discretion.

Platform Goals

Facebook: Highlight Wilton House Museum programming and events; focus on community building through interaction with current and potential Museum guests and thoughtful engagement with the preservation and public education community; disseminating Museum status information; to broaden the Museum's educational aims by reaching non-traditional audiences.

Instagram: To tell compelling stories through photography; to readily share behind-the-scenes experiences; to interact and engage with new and non-traditional audiences; to allow more informal interaction with current and potential Museum guests; to expand the Museum's educational scope; to a lesser extent, to highlight Wilton House Museum programming and events.

Blog: To offer a repository for deeper and more fully explored content; to share original research from Wilton House Museum; to enhance the public's access to collections and objects; to provide behind-the-scenes experiences; to highlight excellence in collaborations; to provide a flexible outlet for Museum employees, volunteers and collaborators to share broader or more in-depth stories of Wilton House Museum.

Social media usage should advance one of the museums goals

- Showcasing Wilton House Museum's mission/content/Maintain Museum relevancy
- Increase public awareness of Museum events/campaigns
- To reach out and engage in new ways with new and existing audiences, and to position ourselves as a friendly, responsive museum service with a human voice and a genuine and relevant presence in our communities.

Posting Style Guide

- Always refer to the institution as Wilton House Museum OR the Museum, never Wilton House or The Wilton House.
- The singular "Wilton" may be used to refer to the physical structure or its historic grounds.
- Always capitalize Museum and Members when in reference to the institution and its members.
- Links to outside accounts must be relevant and content-related. Do not link to retail sites that do not include Museum sales or sales that may benefit the Museum.
- Do not post libelous, defamatory, offensive, or inaccurate information.
- The voice of the author may be used in blog posts, the voice of the Museum in other social media unless specifically warranted.
- Do not make announcements concerning unconfirmed exhibitions, programming, or projects.
- Do not forget that social media is two-way communication and not just a broadcasting forum for events.
- Do not make posts that include images or personal information of Wilton House Museum employee, volunteer, consultant etc. without their permission.
- Do not make posts that include images or personal information of program participants or Museum guests under the age of 18 without explicit written consent.

Messaging/Communications

- Make it clear that all responses represent the official position of Wilton House Museum and not of individual account operators/moderators
- Provide a timely response to all user inquiries and comments
- Remove and/or address offensive posts or comments
- Allow a minimum of one post per day and maximum of two posts per day per medium

New accounts

- All new applications/accounts in the Museum's name to be approved and reviewed by Executive Director
- Announcement should be sent to all staff and constituents explaining and showcasing new applications/accounts and their usage
- New social media accounts should be publicized in the same manner as new programming

Proposals for new applications/accounts should include:

- Specific goals of engagement and purpose
- Description of target audience
- Relevance for Wilton House Museum
- Estimated staff investiture in time/resources

Deactivation: At the discretion of the Executive Director

- Must demonstrate that application or account is no longer relevant for Museum purposes
- Evaluation may include measuring the number of contributions; number of comments left; number of followers or fans, number of links followed, plus changes in public attitudes and event attendance where practicable. Wherever possible we will attempt to assess geographic usage of our resources, in order to assess and demonstrate whether local needs are being met by the online services we provide.

Account Managers' Duties

- Applicable material should be updated in a timely manner (i.e. event reminders)
- Monitor public comments and respond in a timely manner
- Maintain an up-to-date list of account usernames and passwords

Personal Use Policy

The Museum understands that employees and volunteers use social media platforms to communicate personal information. The Museum respects the right of employees and volunteers to use these sites for self-expression so long as they do not jeopardize or harm the reputation or business of Wilton House Museum.

Whether or not you identify yourself as an employee or volunteer of Wilton House Museum, do not:

- Disclose confidential or proprietary information to the Museum or to any third party that has disclosed information to us. If you are unsure, please consult Senior Management.
- Do not use Wilton House Museum branding or trademarks on personal media accounts unless they originated on the Museum website or social media applications/accounts.

Please be respectful to the Museum as an institution, to our employees, our customers, our partners and affiliates, and others.