



## Social Media Policy

The mission of the Santa Barbara Newcomers Club (SBNC) is to help members make new friends and learn about Santa Barbara and its multitude of social, cultural and civic activities. We believe we can leverage social media to enhance our ability to explore our new home town and create a strong community among newcomers.

Our aim is to ensure that our values are consistently maintained across all social media outlets. Values such as *Caring, Community Focus, Fairness, Friendliness, Fun, Honesty, Humility, Impartiality, Inclusiveness, Realism and Respect* should be demonstrated in all of our communications with members and nonmembers alike.

This policy is intended to outline how these values should be represented in the online social media space and to guide your participation in this area when you are acting on behalf of the Club.

Santa Barbara Newcomers Club recognizes the importance of the Internet in engaging more effectively with our members, graduates and prospective members. We are committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media to enrich our members' Club experience.

Santa Barbara Newcomers Club maintains a Facebook account and the Young Professionals (YP) committee maintains its own Facebook account. The SBNC VP of Marketing is responsible for the security of passwords and upkeep of the SBNC Facebook account and the YP committee is responsible for the passwords and upkeep of the YP Facebook account. Only the SBNC Facebook page administrators, the VP of Marketing and the VP of Activities can post on behalf of the Club. These administrators and any other authorized SBNC users must read all Club policies and guidelines before posting any content. The YP committee is responsible for posting on behalf of its committee.

It is important to understand that Facebook, for the most part, is visible to the general public. Individuals using their personal accounts are able to follow or become a fan of



the Santa Barbara Newcomers Club Facebook page. They have the ability to post comments, photos and links to the SBNC Facebook page in their personal posts. The only exception to this is a private Facebook group that is visible only to members of that group. The SBNC VPs of Marketing and Activities and any other authorized users of SBNC social media properties will remove any posts that do not comply with our guidelines.

## Guidelines and Best Practices

Social media is designed to be a conversation. You should behave the same way you would when you are having a conversation in person. Be civil, honest, ethical and responsive. Share pictures, experiences, and new things you've learned about Santa Barbara.

**Listen.** Spend time listening before you start posting.

**Talk.** Don't be afraid to jump into the conversation. SBNC is a social club and conversing with fellow newcomers will enable you to get to know them better.

**Be accurate.** Don't speculate when you post. Make sure you are sharing good information. If you do make an error, don't worry. Just make sure you correct it.

**Be aware.** Make sure you understand who can see your post. Don't say anything that you wouldn't want everyone to read. Be sure to use privacy settings to restrict personal information on your own social accounts. Choose profile photos and avatars carefully and be thoughtful about the type of photos you upload. You don't want to embarrass anyone.

**Be valued.** Don't post information about topics unless you are sure it will be of interest to people. Self-promoting behavior is viewed negatively and can lead to your posts being removed.

**Be yourself.** Be honest about your identity. Never hide your identity or create a false identity for any purpose.

If you post about SBNC on other sites, say that you're sharing your views as your own, not as a formal representative of the Club. You may consider putting a disclaimer on your profile similar to this: "The views expressed here are my own."



**Be aware of liability.** You are legally liable for what you post. Don't post copyrighted material or content that is proprietary without first getting permission to do so. Always be respectful when you post.

## Overview of Social Media Properties

### Santa Barbara Newcomers Club Facebook Page



The SBNC Facebook page is visible to the general public and is a place where members can post pictures, comment on other posts and share information about their experiences in the Club. Anyone can become a "fan" of the page. Fans of the page will see new postings in their personal newsfeed. Anyone who posts content to the page does so from his or her personal account and is identified by name.

There are page administrators who can post on behalf of the Club. These administrators have the ability to highlight content/photos in the page timeline as well as delete posts that do not comply with SBNC Social Media policy. All administrators must have received and read Club policies and procedures.

The page is an ideal place to engage members in an active conversation and enhance their experience with the Club. It is also a place to promote the Club to nonmembers who may be considering joining the organization. It is NOT a forum for promoting businesses or nonprofit organizations, professional networking or soliciting donations for any purpose.



## Santa Barbara Newcomers Club – Young Professionals Facebook Page

The screenshot shows the Facebook page for the SB Newcomers Club- Young Professionals Group. The page has 77 likes and 82 followers. A recent post from the page itself, titled "Test Pilot.", was made on August 30 at 9:26 AM from Santa Barbara, CA. The post includes a link to a reminder about happy hour.

The SBNC Young Professionals (YP) Group Facebook page is visible to the general public. It is different from the SBNC Facebook page, as it was created and maintained by the Young Professionals committee. It does share the same policies, as follows:

Members can post pictures, comment on other posts and share information about their experiences in the Club. Anyone can become a “fan” of the page. Fans of the page will see new postings in their personal newsfeed. Anyone who posts content to the page does so from his or her personal account and is identified by name.

There are page administrators who can post on behalf of the YP Committee. These administrators have the ability to highlight content/photos in the page timeline as well as delete posts that do not comply with SBNC Social Media policy. All administrators must have received and read Club policies and procedures.

The page is an ideal place to engage members in an active conversation and enhance their experience with the Club and YP Committee. It is also a place to promote the Club and YP Committee to nonmembers who may be considering joining the Club. It is NOT a forum for promoting businesses or nonprofit organizations, professional networking or soliciting donations for any purpose.



## Facebook Private Group – SBNC Discussion Forum

The screenshot shows the Facebook interface for the 'SBNC Discussion Forum' group. The group is a closed group with 1 member. A recent post from a member named '1 min · Santa Barbara, CA' reads: 'Let's discuss how we can make the most of this private forum at our board meeting tomorrow evening.' There are options to 'Like' or 'Comment' on the post. On the left sidebar, the user's profile picture and name 'Susan Aumack' are visible, along with various Facebook navigation links like News Feed, Ads Manager, and Messages.

Unlike the Santa Barbara Newcomers Club and the SBNC Young Professionals Facebook pages, the SBNC Discussion Forum is completely private. It is only accessible by people who have been invited to join the group. It is a place where members can share opinions, photos, files, and ask questions of other group members.

This is in effect a private bulletin board where approved members of the group can share information that may be more sensitive or in draft form and therefore not appropriate for public viewing. It is not maintained or administrated by SBNC.