

# NATIONAL ASSOCIATION OF NEGRO BUSINESS AND PROFESSIONAL WOMEN'S CLUBS, INC

## *SOCIAL MEDIA LINKS*

[Linked In](#)

[Facebook](#)

[Twitter](#)

### NANBPWC, Inc. Social Media Guidelines

These are the official guidelines for social media use on behalf of The National Association of Negro Business and Professional Women's Clubs, Inc. (NANBPWC, Inc.) that have been approved by National President Marie E. Castillo on August 28, 2012 and revised on November 19, 2012. We expect all who participate in social media on behalf of NANBPWC, Inc. to read, understand and follow these guidelines.

- Remember everything online is discoverable. If you can't show it to your mother or a judge, don't post it. If in doubt, ask the president of your local club.
- Perception is Key. In online social networks, the lines between public and private, personal and professional are blurred. Remember, you are a NANBPWC, Inc. representative. Please conduct yourself in a professional manner at all times. Be sure that all content associated with you is consistent with our mission and values as an organization.
- Understand privacy settings on outposts. We don't expect all of your social media use to be related to one organization, but we do expect you to keep the items you share with your close personal friends separate from what you share with your NANBPWC, Inc. sisters.
- Be yourself. Never impersonate someone else, or purposely obscure your identity as a NANBPWC, Inc. member on any site; failure to do so subjects you and NANBPWC, Inc. to legal liability. Build your own reputation. Care about what you are talking about. Add value to the conversation.
- State when it's your personal opinion. For your personal blog, Facebook, Twitter, Linked-In, Flickr, YouTube account, or Lifestream you can express your opinions as you see fit and in accordance with our philosophy. Refrain from making derogatory remarks about any person or organization; failure to do so subjects you and NANBPWC, Inc. to legal liability. However, while on any of these sites representing NANBPWC, Inc. in any capacity, please provide a disclaimer that the opinions expressed are yours and do not in any way represent those of NANBPWC, Inc.
- Don't disclose confidential or proprietary information. It is illegal to disclose confidential, proprietary, financial and trade secret information of a person or business. Please do not discuss or publish any confidential, proprietary, financial and trade secret information, including NANBPWC's logo while online.
- Don't send chain mail, unknown links or other spam. Ever. Our social media sites are not to share chain or other email, links, etc. with your sisters. Please use your personal email if you would like to "share". Always credit the authors you quote while using our social media site.
- Give credit where credit is due. While on our social media or using any site, always attribute when quoting someone else. Make sure all images are appropriate, professional and in public domain. Verify all images with Creative Commons. Never use copyrighted, trademarked or patented material without permission.

- **Be a good conversationalist. Monitor and reply to comments in a timely manner, when a response is appropriate; but pause and wait if you are having an emotional response to something – or show someone else first before you hit the publish button and make an error in judgment.**
- **Be clear, but not defensive. Be polite and professional, especially when you disagree with someone. Refrain from making derogatory remarks about any person or organization. Failure to do so subjects you and NANBPWC, Inc. to legal liability.**

**These social media guidelines have been drafted for NANBPWC, Inc. with points taken from Intel, Sun Microsystems and Social Fish social media guidelines. They have been reviewed and revised by an attorney at law.**

**Ericka Davis, Internal Technology Chair**