

## **[ORGANIZATION NAME] Social Media Policy**

### **General Rules:**

**Social media communication is held to the same standards as any other communication:**

#### **1. Be responsible.**

You are personally responsible for the material you post and that material reflects on [ORGANIZATION]. Carefully consider the content of your posts; they will be widely accessible forever.

#### **2. Identify yourself.**

Use your real name, and indicate your role or interest in the topic discussed, when appropriate.

#### **3. Be civil and respectful.**

It's alright to disagree with others, but do not post defamatory, libelous, or damaging material; abusive, threatening, offensive, obscene, explicit, or racist language; or post illegal material.

#### **4. Correct errors promptly.**

If you make a mistake, admit it. Quickly provide the correct information. If possible, modify any earlier posts in a manner that makes it clear that you have corrected an error, i.e., strikethrough text instead of deletions.

#### **5. Posts should be relevant and add value to the community.**

Write about what you know. Information can add value if it contributes to the legal community's knowledge or skills, improves the legal system or public understanding of the legal system, or builds a sense of community.

#### **6. Follow copyright laws and best practices.**

Always attribute works you reference or use! Make sure you have the right to use material, either by the author's permission, or under fair use. Information on fair use is available at the Stanford Copyright and Fair Use website: [fairuse.stanford.edu](http://fairuse.stanford.edu). Ask for help if you're not sure if the use is proper.

## **7. Protect privacy and client information.**

Do not post private information about yourself or others. Follow all statutory requirements and any Rules of Professional Conduct that address the privacy of individuals and the use of confidential client information. Do not discuss or misuse proprietary or confidential information, and follow all professional and ethical rules governing the disclosure of information shared with you by clients. When in doubt, leave it out.

## **8. Comply with Washington rules governing lawyer conduct.**

Comply with all legal restrictions and obligations governing professional conduct, particularly those regulating communication and advertising (RPC Title 7), when posting content to any social network, including postings by [ORGANIZATION] as an entity.

## **9. Abide by the social network's rules.**

By joining a particular social networking community, you agree to abide by that community's terms of use. Review and comply with those terms and any other user agreements carefully.

### **Specific Considerations:**

**Before posting, you must determine if the content of your post is permissible - be familiar with the following categories:**

#### **1. Prohibited Content**

Content in this category may not be posted to a social media site under any circumstances. Some prohibited content is identified in NJP's internal policies. In addition, **legal services organizations that accept grants from the Legal Services Corporation, such as [ORGANIZATION], are prohibited by federal regulations from participating in certain activities.** The relevant regulations may be found at the LSC website at <http://www.lsc.gov/about/laws-regulations/lsc-regulations-cfr-45-part-1600-et-seq>

*Examples:* Personal political views, legislative advocacy or lobbying activities, including grassroots activities.

#### **2. Administrative Approval Required**

Content in this category may only be posted by the organization, or an individual acting as a representative of the organization, where prior approval has been granted by an administrative officer of the organization with the actual authority to grant such approval.

*Examples:* Any material concerning the state budget, advocacy positions on court rules under consideration for change, criticism of any kind.

### **3. No Prior Approval Required**

Some content is deemed “automatically approved,” and may be posted by the organization or its representatives without any prior administrative approval.

*Examples:* Public outreach event notices, notices of awards won by [ORGANIZATION] staff for service, positive news articles about our work in the community, [ORGANIZATION] press releases, [ORGANIZATION] job opening announcements, notices of fellowships or volunteer opportunities at [ORGANIZATION].