
SOCIAL MEDIA POLICY FOR NGOS AND DEVELOPMENT AGENCIES

1. WHY DOES YOUR ORGANIZATION NEED A SOCIAL MEDIA POLICY?

Non-profits are increasingly using social media tools to raise awareness among the general public, media and decision-makers, as well as to collaborate with partners online. Employees are also actively contributing to professional blogs, social networking sites, wikis, forums and other Web 2.0 spaces. Professional and personal lives have become blurred online, with work related issues often being discussed through personal online accounts.

In this changed, dynamic communication environment, it is important to provide employees with clear guidelines on how to, on behalf of your organization, responsibly engage in online dialogue.

Guidance on rules and expectations for employee social media engagement help organizations to:

- Provide an encouraging, enabling social media environment
- Maintain a coherent brand identity and unified online 'voice'
- Uphold public trust by telling the organizational story in a responsible way
- Clarify for staff who is responsible for communicating through specific channels and in which circumstances
- Guide employees on how to discuss and disclose their involvement with your organization in an open and transparent way
- Establish information that can/can not be shared in social media
- Avoid unfortunate 'information leakages'

2. WHAT WILL THE SOCIAL MEDIA POLICY INCLUDE?

In all cases social media policies are tailor-made in collaboration with the client. M4ID recommends that a social media policy include the following sections:

- Purpose of organization's social media policy
- Outline of who the policy concerns
- The online environment relevant to your organization
- Summary of organizational social media strategy and communications channels
- Social media brand management
- Guidance on using social media and engaging in online dialogue as part of the professional role
- Recommended do's/don't for employees, including for example, issues of confidentiality and transparency
- Potential legal implications associated with social media
- Issues pertaining personal use of social media



3. HOW WE WORK TOGETHER

M4ID exists to help the not-for-profit sector leverage the immense potential of Web 2.0, and we practice what we preach - we work by guiding and facilitating a collaborative online process where your employees contribute and participate in the development of the social media guidelines. The key steps in the process are:

- Identifying social media opportunities and risks within your organization
- Focus group discussions to identify specific policy needs and objectives
- A first draft of the social media employee policy from M4ID
- Online collaboration with key stakeholders to further develop and refine the policy
- Completion and presentation by M4ID.

TAKE ACTION - LEVERAGE SOCIAL MEDIA FOR YOUR ORGANIZATION!

Typically it takes 4 weeks to develop a social media policy, depending on the size of your organization and the scope of its social media usage.

M4ID prices its services for the not-for-profit sector, and an important motivation for M4ID is to support organizations that share similar values and goals in the fields of development and public health.

So, if you would like to talk with an expert about social media policy for your organization, or if you would like a work proposal and cost estimate for a social media policy, call or e-mail M4ID's Managing Director, *Mari Tikkanen*, or Manager, *Tiina Neuvonen*:

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ABOUT M4ID

M4ID helps non-profit organizations leverage social media for development and health. M4ID is an unique agency that combines development sector knowledge and passion with the latest in communications technology, delivering results-oriented solutions for global audiences.

M4ID has designed and executed social media projects and campaigns for global, regional and national agencies (ex UNFPA, WHO Europe and South-East Asia Regions) and has lead social media innovation for international emergency response, crises management and maternal health, among others.

OUR STRENGTHS

- Specialization in social media, new communication technology
- In-depth knowledge and passion for development and health
- Understanding of international agency needs
- Innovation and creativity

Visit www.m4id.fi to learn more about us and our services, view our portfolio as well as to follow our blog on social media in the not-for-profit sector.

