

SPECIAL OLYMPICS WISCONSIN SOCIAL MEDIA POLICY

GOAL

The goal of the Special Olympics Wisconsin social media policy is to provide employees and affiliates with guidelines for personal and professional conduct when posting and sharing on social media. Although all social media sites have their own rules that govern what is appropriate, this policy and the recommendations listed below are in addition to those rules.

USE

Special Olympics Wisconsin uses social media as a way to connect with current and potential athletes, coaches, donors, volunteers, parents, fans and media. We use social media as a tool to learn more about what is important to these groups as well as share important information about Special Olympics Wisconsin.

SOCIAL MEDIA CHANNELS & HANDLES

Facebook	www.facebook.com/SpecialOlympicsWisconsin http://www.facebook.com/plungewi
Twitter	www.twitter.com/sowisconsin
Instagram	@sowisconsin
YouTube	https://www.youtube.com/user/sowisconsin
Flickr	https://www.flickr.com/people/specialolympicswisconsin
LinkedIn	https://www.linkedin.com/company/special-olympics-wisconsin
Snapchat	sowisconsin

Multiple pages on any social media channel are only considered when an event or initiative meets two criteria: 1) Statewide reach and 2) Revenue greater than \$1M. Any existing/additional social media pages/profiles are prohibited as it causes confusion and dilutes the event brand and SOWI brand. The following actions must be taken:

- Pages/profiles shall be deactivated within 30 calendar days
- Followers should be directed to the official event page

- Notification sent to your department head and the Marketing Department when action is complete

To request the development of a new social media page/profile, the event or initiative must meet two criteria: 1) Statewide reach and 2) Revenue greater than \$1M. If criteria are met, then a [Social Media Request](#) must be submitted to your department head and the Marketing Department for joint approval.

If a social media account page/profile is approved, a member of the Marketing Department must be an administrator and/or given login credentials.

GUIDELINES

Your personal and professional life could overlap when what is shared becomes part of the public domain and may reflect on the author personally and/or professionally. Remember that even after being deleted, posts and comments continue to live online in archival systems.

- Always protect confidential & proprietary information. Do not publish confidential information about Special Olympics Wisconsin, athletes, staff, volunteers, families, donors and community partners/sponsors.
- Respect the privacy of others. Do not publish or tag photos of others without their permission. Additionally, avoid publishing someone's last name, school or place of employment on social media if you do not have their permission. Contact the Marketing Department with any questions about using images of athletes, volunteers, families, etc.
- Refrain from posting images and video that would defame the Special Olympics brand, our athletes and partners; avoid images featuring use of alcohol and tobacco.
- Be mindful of copyright & intellectual property rights of others and of Special Olympics. Contributors may be held accountable for the information they publish on social media sites if it is illegal, defamatory, copyrighted, etc.
- Due to its rapid growth, many aspects of the law have not caught up with social media; so it is important to note that what you publish may be subject to public disclosure in legal proceedings. Acquaint yourself with the [Social Media Communications Decision Tree](#). If you are asked a question outside of your expertise, contact the Marketing Department or the appropriate SOWI staff member for guidance on a response.

- Keep your personal views regarding the organization’s actions neutral or positive. Avoid conflicts of interest and maintain a distinction between your personal identity and your identity as a representative of Special Olympics Wisconsin. When instances of misinformation occur, respond with facts and data. Always report posts that you feel are threatening, harassing or inappropriate. Reference the [Social Media Communications Decision Tree](#) for guidance.
- Do not comment anonymously, conceal or misrepresent your identity in your online activities.
- Do not use the Special Olympics Wisconsin name or logo to promote or endorse any product, religion, cause, political party or candidate.
- Use the Special Olympics logo, Special Olympics Wisconsin logo, and all sub-program logos in accordance with branding guidelines.
- Follow Special Olympics and Special Olympics Wisconsin [language/reporting guidelines](#).
- Before posting, ensure the message is accurate and free of spelling and grammar errors.

GUIDELINES FOR SPECIAL OLYMPICS WISCONSIN AGENCIES AND RELATED GROUPS

- Agencies and related groups may create a Facebook Group without the approval of a SOWI staff member and the Marketing Department.
- A SOWI staff member should be a member of these groups.
- Questions regarding set-up, monitoring, etc. should be directed to the Marketing Department.

GUIDELINES FOR LAW ENFORCEMENT TORCH RUN PARTNERS AND OTHER ENTITIES

- If a third-party entity creates a social media page/profile for a Special Olympics Wisconsin event/initiative, the following guidelines must be followed:
 - Displayed predominately on the page: “This page is not monitored or contributed by Special Olympics Wisconsin representatives. For the official event page, [click here.](#)”
 - Special Olympics Wisconsin name, logo and other marks of identity should not be used.