

I. GENERAL USAGE POLICIES

Optimist International and its districts and clubs will use social media to broadcast events, celebrate achievements, promote optimism, and share best practices, among other things. The social media policy is designed to be used by all parties for all channels to establish and maintain the brand identity of Optimist International, including, but not limited to trademark and logo usage, encourage safe and respectful posting on public and personal accounts, and coordinate amplification of the brand and its message.

II. RESPONSIBILITIES

It is the responsibility of members to represent the organization in its best light when using social media.

A. Responsibilities for Optimist International include, but not limited to:

- i. Passwords and security for Optimist International Social Media accounts are maintained by the International Communications & Marketing staff with oversight by the International Information Technology staff.
- ii. Daily posting and engagement will be managed by the International Communications & Marketing staff and/or their assigned assistants on Optimist International social media accounts.
- iii. Customer service is an ongoing activity provided by the employee or volunteer who is utilizing the account on behalf of Optimist International. It is their responsibility to complete the service requested or forward the request to the most appropriate person for completion.
- iv. Strategy and planning are directed by the Optimist International Communications, Marketing, and Technology Committee with oversight by the Optimist International Board of Directors. The International Communications and Marketing staff participates in the development of the plan and is responsible for its execution.
- v. Monitoring and listening are the responsibilities of the Director of Communications with assistance from the International Communications, Marketing and Technology Committee. Analytical tools and resources are the responsibility of the Communications and Marketing Department with oversight by the Information Technology Department.
- vi. Should any posting fall outside of the adopted plan must be approved by the executive director with appropriate input of the Board of Directors and if necessary legal counsel.
- vii. Advertising is limited to Optimist International activities. Partners and sponsors may be afforded social media mention in accordance with established guidelines provided in any endorsement package and approved by the International Communications, Marketing, and Technology Committee and/or Board of Directors.
- viii. Social media training for employees is the responsibility of the Executive Director. Social media training for volunteers and members is the responsibility of the International Communications, Marketing and Technology Committee.

- ix. Should an online crisis such as hacking occur, it is the responsibility of the current or daily assistant to capture a screenshot with a time stamp and poster information included if possible and then promptly removed. All contributors to the page or account should be alerted to the issue. Passwords should be immediately updated.
- x. All recognized accounts of Optimist International should be added to this list as created or changed.

Social Media Accounts as of 11/09/2019 follow:

YouTube: @optimistintl

Facebook: @optimistintl; @optimist.golf; @oipresident; @junioroptimist

Twitter: @optimistorg; @OIJGC; @junior_optimist

Instagram: @optimistintl; [golf?]; [joi?]

LinkedIn: Optimist International (company page); Junior Optimist Octagon International (company page)

B. Responsibilities for Clubs and Districts include, but are not limited to:

- i. Passwords and security are maintained by the Social Media Chair, Webmaster, and/or Communications-Marketing Chair in coordination with the District Governor.
- ii. Plans should be made and followed to transfer the social media accounts and website to succeeding administrations.
- iii. Advertising is limited to Optimist International activities. Partners and sponsors may be afforded social media mention in accordance with established guidelines provided in any endorsement package and approved by an Optimist Club or District Board of Directors that meets compliance with Optimist International policies, bylaws, and endorsed organizations and programs.

III. COMPLIANCE

Article I of the Optimist International Bylaws states, "The titles 'Optimist,' 'Optimist International,' or 'Optimist Club,' and the slogans, 'Friend of the Boy' and 'Friend of Youth', the Optimist, 'Optimists Bringing Out the Best in Kids', and 'The Optimist Creed', and any emblem, seal, insignia, or other adopted or registered trademarks or slogans of Optimist International shall not be used for purposes other than those authorized by the Board of Directors." Compliance is outlined in Optimist International Board Policy ICD-1 for all social media channels at all levels of the organization.

- A. Employees and members may be active on social media. However, that does not mean that their, or any person's, privacy should be compromised. Please refer to Policy CD-6 for more information.
- B. Employees and volunteer members acting on behalf of Optimist International on social media platforms may be required to sign a non-disclosure agreement as a means of keeping private or sensitive information private.

IV. MEMBER BEHAVIOR ON SOCIAL MEDIA ACCOUNTS

Social media accounts are personal but a member of Optimist International represents the beliefs of our organization and members are expected to hold themselves to a higher standard when using social media.

Posting hate speech, threats of violence, harassment, or racial epithets on social media violate Optimist International's goals and beliefs. Any employee will be subject to disciplinary action for posting such content, up to and including termination. Any Optimist Club member posting this content may be removed from membership as is stated in Policy ICD 13.

V. BEST PRACTICES AND EXAMPLES

Social media is about sharing.

- A. Many designers and influencers create content that is meant to be shared; however, just because something has been posted on social media does not mean that it is now in the public domain and free to use. When posting to Optimist International social media sites, the content should be original, comply with fair use doctrine, or clearly state the attribution of the original post or content. When in question, contact the original author or artist for permission to use on the Optimist International social media site.
- B. Optimist Clubs, Districts, and Optimist International are encouraged to share posts from each other's social media sites. Copying and pasting images and text reduces the impressions and impact and should be avoided.

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