

POLICY #: 114	TITLE: Board Social Media Policy
EFFECTIVE DATE: July 1, 2024	REVISED DATE: New
MANAGED BY: Strategy	APPLIES TO: Board
APPROVED BY: Board	SIGNATURE: <u>John A. Gibbons III</u> John A. Gibbons III (Jul 8, 2024 13:16 EDT)
PURPOSE: The social media policy invites the sharing of Foundation news by board members with their personal and professional connections. This policy provides account handles for official Rasmuson Foundation social media channels, suggests best practices, and addresses benefits of sharing Foundation news. This policy provides guidance for those who choose to use social media.	
POLICY: Rasmuson Foundation recognizes the value of social media as a tool to engage with Alaskans about our partners and mission. Board members are representative ambassadors, providing perspective, connections, and a diverse understanding of community needs around the state. As representatives of the Foundation's philanthropic work, board members are invited to share Foundation news, nonprofit success stories, philanthropic trends and opportunities, and other information that supports the Foundation's mission. <u>Foundation Social Media Accounts</u> Rasmuson Foundation has active LinkedIn, Facebook, and Instagram accounts, as well as an inactive X account. YouTube is maintained for video hosting. Additional social media channels may be added when specific audience trends, opportunities, and resources support a need. Content shared through these social media channels demonstrates how the Foundation invests, connects, convenes, and serves as a catalyst that empowers Alaskans to help each other. • LinkedIn: Rasmuson Foundation, https://www.linkedin.com/company/rasmusonfoundation • Facebook: Rasmuson Foundation, https://www.facebook.com/rasmusonfoundation • Instagram: @RasmusonFoundation, https://www.instagram.com/rasmusonfoundation • YouTube: @RasmusonFoundation, http://www.youtube.com/rasmusonfoundation <u>Social Media Best Practices</u>	

Board members are invited to follow each of the above social media accounts and to share and comment on stories posted by Rasmuson Foundation and its partners.

Board members are welcome to tag the Foundation on social media stories when directing our staff to a conversation or sharing the Foundation as a resource for a conversation. An easy way to share stories of relevance is by a direct message to the Foundation page. Staff monitor these messages and use them for future content planning.

Content guidelines and expectations include:

1. Celebrate and Share: Feel free to share work milestones, values, and inspiring stories related to the nonprofits we support. Celebrate our partners.
2. Respect and Integrity: Always maintain respect and professionalism when posting. Be mindful of our mission and the communities we serve.
3. Authenticity: Be genuine and authentic in your posts. Share your passion for the work and the positive changes to which we've contributed.
4. Inclusivity: Embrace diverse perspectives. Encourage dialogue and listen to the experience of others.
5. Good Judgement: When posting or tagging on social media, consider whether the content aligns with the Foundation's values and public image. Remember, the Foundation is apolitical and would not advocate for a political issue, party, or candidate. If it is content that you believe the Foundation would refrain from posting, exercise the same discretion. If you have any hesitation, reach out to the director of communications, or consider not posting it.
6. Awareness: As a board member and ambassador, you may be associated with the Foundation whether intentionally or not. Even when not tagging or mentioning the Foundation in social posts, be aware of when you are wearing or pictured in Foundation logo wear.

Examples:

1. Funding: It is appropriate for board members to tag the Foundation or post about an event or partner that is sponsored by the Foundation. These posts reflect the Foundation's mission and values.
2. Political: It is inappropriate for board members to associate the Foundation with controversial opinion pieces or political campaigns by tagging or mentioning the Foundation. Such actions could misrepresent the Foundation's stance and potentially undermine its apolitical position.

Benefits of Sharing Through Social Media

Our mission benefits with the support of an engaged board of directors. By sharing Foundation news and social media stories with your online audiences, you are furthering the reach and impact of each story. This allows the Foundation to grow with a more broad and diverse audience, representative of the state. By connecting

Foundation work with your audiences, you are not only expanding the Foundation's reach, but diversifying our news feeds to be more inclusive.

Staff Assistance

Social media is a valuable resource that can be effectively leveraged to further the Foundation's mission, but also can present some unpredictable complexities. Board members are welcome and encouraged to contact the Director of Communications or Vice President of Strategy for any questions or concerns arising from social media or for assistance.

RELATED POLICIES: n/a

KEY DEFINITIONS:

- Social media: References personal or organization websites or applications used to social network.
- Account handle: A social media handle is a public username used on social media accounts. Typically, it is the username followed by an @ symbol, on Facebook, it's the username following facebook.com.
- Tagging: A feature on specific social media platforms that allows an individual to link an individual or organization in comments or on photos.
- Direct message: A feature on social media platforms that allows for a link to be privately shared to another organization or individual.

REVIEW PERIOD: This policy will be reviewed annually, or as necessary for needed revisions.