



SOCIAL MEDIA POLICY

Delaplaine Foundation regards social media as a means by which to connect, nurture and build relationships within the community of stakeholders, nonprofit organizations and grantees while raising overall awareness of the Foundation's mission, six pillars/areas of giving and the multiple ways that the mission is served and advanced.

This policy governs the publication of and commentary on social media pertaining to Delaplaine Foundation, Inc.(the Foundation). Social media is inclusive of social networking(Facebook, Instagram, X/Twitter), video-sharing(YouTube), photo-sharing(Flickr), blogging Wordpress), podcasting(Blog Talk Radio), and others. While all of these applications fall under the category of social media, ongoing new/hybrid applications/programs are being introduced as they develop. This policy applies to all current and future forms of social media.

Social Media Objectives

- To increase awareness of the Foundation and its mission among targeted audiences
- To increase awareness of grantee activities and accomplishments, how Delaplaine Foundation has supported the effort, and expand the reach of grantee communications efforts
- To enhance relationships with grantees, stakeholders, key influencers and media
- To contribute to, and at times initiate the dialogue surrounding topics of importance to the Foundation and the communities it serves
- To help further establish and emphasize Delaplaine Foundation as a community leader in philanthropic impact

Social Media Administrators

As of the adoption of this policy, the Foundation maintains an official social media presence on Facebook and X(Twitter). The profiles/pages are managed by three Administrators: the Foundation's President, Executive Director and Director of Grantmaking(Administrators). All three are able to post photos and content and while the Administrators are authorized to make posts to these social media pages, we recognize that staff and Board members have connections within the communities we serve and we welcome and encourage ideas and content to be recommended to the Administrators for posts and suggestions for sharing information that aligns with Delaplaine Foundation's mission, grantees and stakeholders. The Administrators will do routine monitoring of social media sites and have the authority to remove any comments

deems inappropriate, offensive, or unacceptable. Administrators shall use careful judgment when tagging individuals/organizations in posts and shall not include photos or tags to minors without written permission from the appropriate authority.

Representing The Foundation

All Board members and staff who may recommend information for posting on the Foundation's social media pages when representing the Foundation in situations such as:

- Grantee site visits
- Attending a Foundation sponsored event
- Attending a community special event or announcement
- Acting as a designated speaker on behalf of Delaplaine Foundation

Guidelines

- Before adding a post to Delaplaine Foundation's social media pages, remember who you represent and ask the question "is what I'm about to post on the internet something that serves to advance Delaplaine Foundation's mission or demonstrate its work/impact in the community?" If so, it is appropriate for sharing. If not, the post should **not** be shared.
- Protect proprietary information. Because the Foundation's applicants, grantees, stakeholders place their trust in Delaplaine Foundation, they have the right to expect that we will protect their information and therefore not post any internal business-related communications or reports that have not been made public or approved for dissemination.
- Should any member of the Board or staff make a reply to a social media post referencing Delaplaine Foundation, that individual should make clear that the views and opinions expressed are their own and do not necessarily reflect the views of the Foundation.
- Be mindful that time is a factor for most people viewing social media posts, therefore, keep all posts/content/photos succinct (recommended 8-10 photos max.) so that viewers will be more likely to read the post in its entirety.