

Approved by ECF Board of Directors on April 11, 2018

POLICY

It is the Policy of Evanston Community Foundation that social media communications in representation of the mission, values and goals of the organization should be vetted and in adherence to the guidelines set forth below.

GUIDELINES

1. Staff roles

ECF has several staff members who have administrative access to our social media channels (social media administrators), with one staff member taking the lead (lead administrator). Responsibilities for the lead administrator include: submitting weekly plan to CEO, posting on a daily basis, coordinating additional staff to post when needed, reporting social media updates at staff meetings, proposing innovative posting strategies, and determining post success by monitoring data analytics. Staff social media administrators will post as ECF on all “Evanston Community Foundation” accounts. All staff are encouraged to “engage” (comment, like etc.) with ECF posts as individuals. Staff will speak as ECF (without identifying individual roles) in a professional and positive tone.

2. Professional Presentation

ECF communications should follow our branding guidelines with color and format and maintain professionalism within the context of the subject matter at hand. It’s important for the community to see us as leaders with a crisp and thoughtful presence on social media. However quotes from our stakeholders should carry some personal experience that we would not be able to capture in our day to day communications.

3. Transparency

We will be transparent with our processes for sharing information in order for readers to understand how information will be used. In keeping with ECF policy, any private donor information will not be shared without donor permission. Also in keeping with ECF policy, all information regarding the grant making process will be kept confidential (including the identity of the members of the grants committees) unless announced by ECF program officer(s).

4. Voice, Style and Tone

ECF should participate on the various social media platforms in a style appropriate to the format, while always appearing “crisp and thoughtful.” On Facebook, we want to outline for our followers ECF’s role in the community as a convener, collaborator and grant maker. On Twitter, we want to continue that messaging, and in addition “retweet” the tweets of our partners,

grantees and other community stakeholders that promote activities and programs in Evanston. Retweeting the fundraising tweets of other organizations is strongly discouraged to avoid conflicts with our own development messaging. On Instagram, we should use a more playful tone, appropriate to the format while emphasizing photographs and images. Using the hashtag #evanstonmoments the ECF Instagram account should strive to celebrate the beautiful, small aspects of Evanston life that the average resident might miss.

5. Core Content

Our core content areas should always be on the effect of community philanthropy on the issues that affect our community, what our role is and any leadership perspectives we have on galvanizing support of issues that affect Evanston. As we are not direct service providers, our content should always uplift their work and spell out our connection to making their work possible.

6. Balance of Presentation

In order to highlight all ECF's work in Evanston, posts should vary between promoting our grants & grantees, development and events, Leadership Evanston programming, the role of philanthropy in Evanston, and the community involvement of ECF and staff members. Whenever possible, ECF will strive to create our own content (text, pictures and video) but will "share" the posts of partner organizations when appropriate.

7. Information to be avoided

Personal stories and/or partisan opinions, and uninformed content should not be posted. ECF should not repost information that has not been verified. ECF will only post photographs of children when our "Photo Release" has been signed and authorized. ECF will "share" posts that include the photographs of children when other community organizations originate the post (assuming that organization has secured their own photo releases for minors or others).

8. Frequency of Posts

ECF will strive to post 5 or more times a week on Facebook, 5 original tweets on Twitter with daily "retweeting", 2 to 3 original pictures on Instagram per week while "loving" other Evanston organizations pictures. ECF should post in the following priority: 1-Facebook, 2-Twitter, 3-Instagram.

9. Channel activity, boosting and overlap

On Facebook, we will aim for sequential posts – one per business day. The exception to this are "boosted posts." Posts on Facebook may be "boosted" (paid ads) when ECF is looking to increase ticket sales to an event or to increase development appeal engagement. Additional

posts during the “boost” should be thoughtfully considered, and possibly delayed in order to allow the “boost” to continue without overlap. Boost parameters should aim at Evanston residents who like our page or are friends with those who “like” us. Tweets should strive to go out in real time from events and programming.

10. Conflict resolution

Our posts should always be thoughtful and professional to avoid unnecessary conflict, especially respecting the work of our grantees and partner organizations. Because we do not provide direct service, we should be careful to communicate ECF’s role in work, while uplifting the work of the direct service provider. In response to polite criticism, ECF will comment and leave the post there to host a healthy discussion. In response to rude criticism (especially in the form of personal attacks on the organization), ECF reserves the right to remove these posts. In response to a more serious, crisis situation, the CEO and Board Chair should be the spokespersons to respond to any such behavior. We will not issue in writing a response to an attack on our beliefs. We should maintain a standard reply i.e. “Thank you for your comment, we appreciate your opinion and review them all. If you’d like further communication about this matter please feel free to call our office at”

11. Social Media Ambassadors

ECF should work to create a strong group of “Social Media Ambassadors” made up of staff, board members (current and former) and friends who will actively “like”, “comment” and “share” ECF’s posts on all three media channels. The lead social media administrator should facilitate Facebook, Twitter and Instagram training sessions to communicate best practices for effective social media engagement.

12. Analytics Reporting

Reports using platform analytics should be presented regularly at staff meetings to evaluate maximum post engagement (post timing, use of pictures, etc.) or at the discretion of the CEO or other senior staff.

13. Alignment with Public Policy and Advocacy Guidelines

All social media posts will follow the guidelines set forth in ECF Public Policy and Advocacy Guidelines adopted in February 2018.

