Social Media Guidelines

1. POSTING GUIDELINES

These guidelines apply to NAME OF FRIENDS GROUP volunteers who manage or post on group social media networks. Our goal is to participate online in a respectful, relevant way that protects our reputation and complies with the social networking site community standards.

General Standards

* Account name should be the name of your actual Friends group or as close as you can get (e.g. Friends of XYZ County Park not XZY Park of Dane County).
* Posts must not violate the social media site’s community standards and rules.
  + [Facebook Community Standards](https://www.facebook.com/communitystandards/)
  + [The Twitter Rules](https://help.twitter.com/en/rules-and-policies/twitter-rules)
  + [Instagram Community Guidelines](https://help.instagram.com/477434105621119?helpref=page_content)
* Posts must be relevant to page topics and purpose. Videos and memes are acceptable as long as they fit with the parks theme and are appropriate.
* Posts should appear with NAME OF FRIENDS GROUP as the author of the post. Don’t post on your personal page and then share it to the friends page. Don’t sign posts with your name.
* When sharing posts from outside organization groups, make sure to fact check them first to ensure the information we are sharing is true and accurate.
* Appropriately credit photographers and image sources as needed.
* When posting and sharing images, please consider age, race, gender, culture, physical ability, economic status, family structure and other considerations to ensure we are representing all Dane County residents.
* When referring to Dane County Parks, use language such as Dane County Parks staff, the Dane County Parks division, etc. It is not the Parks Department.
* On Facebook, use the parks office number (608) 224-3730 in the ‘About’ section. Use the official friends website as well as [www.danecountyparks.com](http://www.danecountyparks.com) when possible to show that the park is part of a larger system. Use [dane-parks@countyofdane.com](mailto:dane-parks@countyofdane.com) as the email if you don’t have a group email.

Prohibited Content

The topic below are prohibited on any department social media site. If community member comments on our posts fall under these categories they should be deleted from our page:

* Political or controversial topics
* Profane, defamatory, offensive or violent language
* “Trolling”: posting deliberately disruptive statements meant to hijack comment threads or throw discussions off-track
* Attacks on specific groups or any comments meant to harass, threaten or abuse an individual
* Hateful or discriminatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation or political beliefs
* Links or comments containing sexually explicit content material
* Discussion of illegal activity
* Spam, link baiting or files containing viruses that could damage the operation of other people’s computers or mobile devices
* Acknowledgement of intent to stalk an individual or collect private information without disclosure
* Commercial solicitations or promotion of specific companies (*does not include thanking sponsors for supporting our events*).
* Violations of copyright or intellectual property rights
* Content that relates to confidential or proprietary business information
* Content determined to be inappropriate, in poor taste, or otherwise contrary to our mission

Page Rules

All friends pages should clearly post community guidelines somewhere on the page if there is an appropriate spot for it. On Facebook, this can be posted in the “About” section of the page under “Impressum”. An example is below:

*In keeping a positive experience for our community, we reserve the right to take down photos, comments and other material deemed "unproductive,” by the [name of page] team. This includes, but is not limited to, vulgar language, disturbing photos, angry or aggressive behavior toward other page followers or our staff, and posting anything in violation of any intellectual property right of another. If someone persists in offensive behavior or continually violates any of our page rules, we may block that person from further participation. So please, just remember to respect others.*

If there is a confrontational person, you can always refer them to park staff to answer questions.

Hashtags (primarily for Instagram)

If using hashtags on a post, please use one of the standard ones below:

* Prairie Moraine Friends - #prairiemorainefriends
* Prairie Moraine Dog Park - #prairiemorainedogpark
* Prairie Moraine County Park #prairiemorainecountypark
* Ice Age Trail Alliance - # iceagetrailorg
* Dane County Parks – #danecountyparks; #danecountydogparks; #alwaysinseason

2. RESPONDING TO MESSAGES

We have limited capacity at the moment to respond to social media messages and would prefer questions come in via email or phone so they can be easily routed to the appropriate person.

Parks Facebook Page

We have turned off the Parks page “message us” feature and replaced it with a “send email” button that will give them the parks email address. If someone posts a comment on our page that isn’t easily answered, the response should be:

*Thank you for your [question/comment]. Please contact us directly at* [*dane-parks@countyofdane.com*](mailto:dane-parks@countyofdane.com) *or 608-224-3730 so we can direct your [question/comment] to the appropriate staff person.*

3. FACEBOOK EVENTS

Only one Facebook event page should be created per event. If two groups each create their own Facebook event, it gets confusing for the public and challenges arise with updating event information, promoting the event, etc.

If we are hosting an event, we will create and manage the page and can add co-hosts as appropriate (e.g. Foundation for Dane County Parks, Friends of Capital Springs Recreation Area, etc). Dane County Parks should always be added as a cohost for events at the park so it will appear on their event calendar as well.

4. ROLES AND RESPONSIBILITIES

Each division, in collaboration with the Marketing & Outreach Coordinator, is responsible for handling their social media pages. If a staff member does not have access to post as Dane County Parks, they can send their post to one of the following people below for posting. If the topic includes a big announcement or project, the person posting should first check with the Marketing and Outreach Coordinator to make sure a press release has already gone out (if applicable).

Each social site should have at least two or three trusted people with admin privileges or log in information.

Each page is listed below along with the members that have posting access:

FRIENDS Facebook Page – should have two or three admins

* NAME (Admin)
* NAME (Admin)
* NAME (Editor)
* NAME (Editor)

FRIENDS Instagram

* NAME and NAME have the log in information.