



# **THE CHARLOTTESVILLE CENTER FOR HISTORY AND CULTURE**

**Home of the Albemarle Charlottesville Historical Society  
Founded 1940**

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## **Social Media Policy**

**Updated October 2018**

*The Charlottesville Center for History and Culture: Home of the Albemarle Charlottesville Historical Society recognizes the importance of the Internet in all we do, especially in shaping public thinking about our organization and our current and potential work. We are committed to supporting honest, transparent, professional and knowledgeable dialogue on the Internet through social media. This policy statement is intended to outline how our values should be demonstrated in the online social media. These guidelines should inform the online actions of our staff, our Board members, and anyone who acts on our behalf. This policy was approved by the Board of Directors at their regular meeting on October 17, 2018.*

## **1. AN EXPRESSION OF OUR VALUES IN SERVICE TO THE MISSION**

Any use of social media should be an expression of our Values in service to our Mission — whether directly tied to our organization by the use of one of our social media accounts or by an individual acting on our behalf or in a role that is clearly intended to relate to our work.

Our work is grounded on a belief in the worth and dignity of every human being. We respect people, communities and cultures. We value discovery, creativity, integrity, and diversity. We believe in the potential for history to enrich our lives, to create stronger relationships and more vibrant communities. We value honesty and transparency, and believe our work should express these principles.

Our Mission is to use history as a tool to create experiences that can inform, enlighten, inspire, and bring people together, offering opportunities for new relationships and new understandings. Our goal is to re-imagine and re-invent the role of an historical society in the 21st century: to be a strong civic organization that works to enrich the lives of our neighbors and visitors here in Central Virginia.

Any use of social media should be informed by and an expression of these Values in service to our Mission.

## **2. SOCIAL MEDIA ROLES: WHO DOES WHAT?**

The Charlottesville Center for History and Culture currently operates and maintains a Website (which includes our Blog), a Facebook page, a YouTube Channel, a Twitter Account, and an Instagram Account.

All official social media accounts of the organization are administered and managed by the Executive Director, who is responsible for the security of passwords and the upkeep of these accounts. All update and current passwords for all accounts will be part of a written password file, available to be shared and made available to the Board Chair upon request. The Executive Director, at his or her discretion, may grant access to other members of the staff for the purpose of posting content to these various online platforms. Access is granted on a project-by-project basis and in discussion with the Executive Director.

Staff who are granted access to post or create content in an official capacity must have been provided a copy, read and agreed to the terms of this policy statement. This access can be revoked by the Executive Director at any time. The creation of social media accounts that claim to represent the organization must be authorized by the Executive Director.

## **3. WHAT SHOULD YOU SAY AND NOT SAY ONLINE?**

The Internet affords a powerful opportunity to reach a wide-ranging, diverse audience of multiple stakeholders. Our goal should be to make the most of that opportunity: to build and

reinforce a positive understanding of our work in the public mind; to create and maintain goodwill in our community; to reach out and build positive, professional relationships with others.

The responsible use of our social media accounts is aimed at creating value, building trust, engaging our audiences by offering knowledge and sharing information, promoting our programs and projects, making positive connections online, and contributing to the overall success of our work. Content should always be an expression of our Values and in service to our Mission.

Social media accounts representing our organization should *never* post inappropriate, slanderous or private information online. Do not spread, post, re-post or share any gossip, hearsay or any content that is clearly meant to anger, inflame or ignite controversy. Be impartial. Be thoughtful. Be professional.

Board members, Society members, and Friends of our organization are strongly encouraged to repost and share our content on their own personal social media accounts.

#### **4. MONITORING ACCOUNTS AND CONTENT**

As the official “spokesperson” for our organization who creates and maintains our messaging strategy, the Executive Director shall regularly monitor and oversee all social media accounts. Prompt corrective action shall be taken when any of these policies have been violated or when an issue arises that places, or has potential to place, the organization at risk.

Monitoring should quickly address any inappropriate content which might include spam, advertising, offensive or irrelevant statements, inaccurate or misleading information, foul or vulgar language, or unconstructive criticism that disparages the organization, our partners, or stakeholders. Remedial action is at the discretion of the Executive Director and may include deleting comments/content and “blocking” or reporting the offender. Any comments or content that are threatening in nature or otherwise merit greater concern should be handled as an immediate priority matter and with proper authorities.

#### **5. PRIVACY AND PERMISSIONS**

Any content posted on our official social media accounts or by private accounts used to represent our work should respect the privacy rights of our members and stakeholders—whether Staff, the Society, the Board of Directors, the Director’s Advisory Council, Friends, Partners and Donors. No private or personal information may be disclosed via social media without direct, expressed consent. No photographs or images of our members or stakeholders may be posted online without explicit permission having been given. Do not post confidential or proprietary information online. When in doubt, do not post. Whenever acting on behalf of our organization on the Internet, you should be thoughtful, courteous and professional at all times.

## **6. FURTHER INFORMATION**

For further and related information that may inform this Social Media Policy, please consult our Policy Statement regarding Copyrights and Reproductions as well as our Updated Code of Ethics, the most recently adopted copies of which are available on our website.