

National Summit

for the Charitable and Nonprofit Sector

Strengthened connections.

Enhanced collaboration.

Collective Impact.

Social Media Crew Policy and Assignment Sheet

Social Media Crew Policy

This clause is intended to outline how the values of the co-host organizations should be reflected in the social media activities undertaken by the members of the Social Media Crew before, during, and after the National Summit for the Charitable and Nonprofit Sector in Ottawa (November 28-30 2011).

It is critical that we always remember who we (the co-hosts) *are* (*membership organizations of community foundations, philanthropic foundations, united ways and charitable and nonprofit organizations*) and what our role is in the social media community (*to strengthen the profile of the charitable and nonprofit sector and to enable information exchange among our members*). I encourage those undertaking social media, on the Summit's behalf, to use sound judgment and common sense.

Three Core Principles

1. **Respect everyone.** When compiling statements or blog posts, please recognize that most Summit presenters and speakers are offering their services and expertise on a voluntary basis. Please refrain from publishing anything that would not represent them and their organizations in the best way.
2. **Offer a transparent account of information.** Particularly for bloggers, please be sure that all the information you present is truthful and can be supported by facts.
3. **Protect the privacy of National Summit attendees.** Some Summit attendees will not want to participate in interviews, have their photos taken or be comfortable with being represented in our social media activities. Please encourage positive interaction only with those who are clearly interested in being involved with the social media activities of this summit. For those who will be interviewing Summit attendees, please review the following as possible introductions to your work:
 - **Hello. I'm [NAME] and I'm a member of the National Summit Social Media Crew. We're compiling a video montage of attendees' thoughts and ideas that have been inspired by the summit. May I ask you a few questions?** If the person agrees, then please engage him/her in the video interview. If the person does not wish to participate, you may respond with something like **Thanks so much, and enjoy the Summit.**