



League of  
Women Voters  
of Wake County

# Social Media Team Communications Guidelines

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LWV-Wake recognizes the value of social media to widely communicate the League's positions, events, and other useful information to members and the general public. As an all-volunteer organization, the success and integrity of our social media communications is ensured by authorizing specific LWV-Wake members to administer our social media accounts using our guidelines. The following guidelines are intended to guide decisions and avoid potential problems:

**Nonpartisan** – Always keep in mind that the League is a nonpartisan organization. Avoid posting information that endorses or gives the appearance of favoring a particular candidate or political party.

**Issues and Events** – While the League is nonpartisan, it is not neutral on many critical issues. Social media posts should focus on issues or events rather than a person, a politician, or a political party.

**League-Oriented** – Post content that promotes LWV-Wake events, other partner organizations' events, election information, and information on issues consistent with LWV-Wake's priorities and positions. Avoid expressing your personal views when posting on behalf of the League.

**Accurate** – Verify that any information posted contains accurate facts. Refer only to reputable sources.

**Professional & Objective Voice** – When posting to social media or promoting the posts of others, e.g. sharing, retweeting, etc., consider the tone of the message. Will the post be perceived as fact based and thoughtful? Will the post be perceived as inflammatory, disrespectful, or partisan? Proofread a message before posting.

**Confidentiality** – Never post organizational information that is confidential, includes sensitive information, discloses financial information, reveals legal or lobbying strategies, or inappropriately discloses the content of discussions from internal meetings.

**Cite Sources** – Appropriately give credit for third party content. Clearly cite sources when using others' words or content.

**Inappropriate Reader Comments**– Occasionally, a social media "follower" or reader may comment on a LWV-Wake post, express agreement, or voice disagreement.

Remember that readers are free to respectfully express their disagreement with the League and its positions. There are several options for responding to comments expressing disagreement:

1. Don't respond to the comment. Responding risks escalation of a debate that you cannot predict or control. We are under no obligation to respond to any comments.
2. Respond in a courteous and professional manner with a message that includes clarification, additional information, and/or other reputable resources on the issue.
3. Delete or hide a comment. LWV-Wake may justifiably delete or hide a comment if a reader's response contains:
  - Profanity or other inappropriate language.
  - Derogatory remarks regarding race, ethnicity, gender, religion, sexual orientation, or physical ability.
  - Irrelevant material, e.g. someone posting solicitations for businesses or promoting an event completely unrelated to LWV-Wake's post.

In general, don't post anything that would embarrass the League if broadcast or published by another media outlet. If in doubt about whether to post something or how to respond to a reader's comment, contact LWV-Wake's Communications Coordinator, Dianna Wynn at [diannawynn@gmail.com](mailto:diannawynn@gmail.com).