

American Cancer Society, California Division Inc. Social Media Guidelines

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Introduction to Social Media

As use of Social Media expands, our California Division, Inc. employees and volunteers may find themselves managing content on Social Media websites established by the American Cancer Society in the course of their work. For our purposes, “Social Media” means *any* facility for online publication and commentary, including blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. These sites are often used to facilitate communication with volunteers and constituents who want to engage with and learn more about the Society.

Growth of Social Media

Social media is the #1 activity on the Web.

Over 50% of the world’s population is under 30 years old and 96% of them have joined a social network.

The fastest growing segment on Facebook is 55 to 65-year-old females.

One out of eight couples married in the U.S. in 2009 met via social media.

The second largest search engine in the world is YouTube.

There are over 200,000,000 blogs.

Facebook added over 200 million users in less than a year. (Years to reach 50 million users: Radio- 38 years, TV- 13 years, Internet- 4 years), iPod- 3 years)

If Facebook were a country, it would be the third largest ahead of the United States and only behind China and India.

Facebook tops Google for weekly traffic in the U.S.

Source: <http://socialnomics.net/2010/05/05/social-media-revolution-2-refresh/>

What’s In It for Me?

The objective of using social media is to support the mission of the Society by engaging our constituents through social media communications. Social media has been proven to increase fundraising (online and offline), awareness, and participation. Social media is a valuable tool to use in combination with our other promotional tools (online, email, TV, radio, print, etc.).

Social media provides many opportunities for the Society to:

View and measure commitment levels to identify our most ardent supporters

Recognize and reward constituents for their commitment and communicate with them in a more personal way

Cultivate stronger relationships with supporters over time

Raise money and spread awareness in an efficient and transparent way

Before pursuing a social media presence, please refer to the [California Division Human Resources Policy](#) on social media.

Social Media 101

Social media represents a shift in how people discover, read, and share news and information. It refers to online, two-way communications that allow for heightened participation and engagement. Transparency is key.

What's it all about?

Sharing information: You can share opinions, ideas, and emotions.

Listening: It's just as important to listen as it is to talk and share.

Building trust: Build trust by allowing your supporters to speak on your behalf.

Social media strives to:

1. Provide transparency and authenticity
2. Create an open and honest dialogue
3. Allow influencers and advocates to evangelize for you
4. Provide a feedback loop - it's as much about listening as telling
5. Throw out the marketing speak and talk *with* people not *to* people

Tools & Tactics

There are numerous ways to network, fundraise, share ideas, pictures, and stories:

Blogs (Blogger, Wordpress, Typepad) provide a human voice for real experiences, advice, and news. Blogs engage people in issues they are interested in and provides a forum for supporters to speak up and be heard.

Facebook is a free social networking website that enables its users to create personal profiles and a network of friends. Organizations and individual users can create groups, fan pages, and applications to fundraise, spread the word, and generate support for a variety of causes, events, and activities.

Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates, known as tweets. Tweets are posts of up to 140 characters delivered to other "followers" who are subscribed.

LinkedIn is a business-oriented social networking site that enables users to connect with colleagues, find jobs or business relationships, and get answers.

Flickr is a photo sharing website in which visitors can view photos uploaded from registered users. Tags are used to organize photos into various strategies and themes.

YouTube is a video sharing website in which registered users can upload, view and share video clips. Anyone can watch videos without registering.

Source: <http://www.slideshare.net/jordanev/social-media-101-for-nonprofits-the-basics>

For more information about social media, visit the [Corporate Communications page](#) on The Link. Subscribe to the Social Media Weekly eNewsletter by emailing Jennifer Brady at jbrady@cancer.org.

Events Policy on Social Media

The following policies and procedures apply to event-related Facebook posts. Before pursuing a social media presence, please speak with your event lead to discuss strategy, content and refer to the [California Division Human Resources Policy on Social Media](#).

American Cancer Society staff and volunteers should use Facebook for event-related messaging. You may also submit your photos to Flickr and encourage your supporters to do the same. Other social networking sites such as Twitter, LinkedIn, Myspace, blogs, Foursquare, etc. do not have the same return on investment, so we are choosing to focus our resources on Facebook at this time.

It is recommended that all events create either a Page or Group in Facebook. This allows you to promote local events, fundraisers, and happenings to your constituents, to compliment your event website and email campaigns.

Event leads shall delegate the creation of Facebook Pages or Groups, editorial calendars, and content to their online chair, key leadership volunteers, or a volunteer that you trust explicitly.

Pages vs. Groups

Facebook Pages can be thought of in much the same way as normal profiles on the site. Pages have the ability to add fans, pictures, and create a wall for fans to post on.

Pages communicate with “updates,” which show on the wall tab or a person’s wall if they’re a fan and have allowed the page to show updates.

Here, for example, is the ACS_California Page on Facebook:



The screenshot displays the Facebook interface for the ACS_California page. At the top, the Facebook logo and a search bar are visible. The page header includes the American Cancer Society logo and a navigation menu with tabs for Wall, Info, Notes, Volunteer, Boxes, and Events. The main content area shows a post from ACS_California with the text: "Did you know? ACS has enrolled approximately 70,000 individuals into CPS-3, with our nationwide goal of enrolling 500,000 participants. Be a part of cancer research today for a cancer free tomorrow. Join Cancer Prevention Study 3 (CPS-3) today!". Below the text is a photo of a person and a link to www.cancer.org. The post has received a like from Andy Graham and 4 others, and a comment from Mary McGrath Keenan. The page also features a sidebar with options like "Edit Page", "Promote with an Ad", and "Add to My Page's Favorites".

Pages have two walls, one for anything the Page owner writes, and one just for fans to write their own messages. Like a normal Facebook profile, Pages have tabs that uncover more information.

Groups are a bit different. You can set join permissions on Groups so that they are either open to anyone, closed (users must get administrator approval to join) or secret (invite only). Groups have administrators to manage, approve applicants, and invite others to join.

Administrators can also appoint “officers” who are nominally in charge – however, being an officer doesn’t mean the person has the ability to administer the Group.

Because of these privacy settings, Facebook’s Groups are analogous to clubs in the offline world. Administrators can invite members to join via Facebook mail and email, and public Groups can be found via Facebook search.

Pages vs. Groups: Which to Use?

Personal vs. Corporate

Due to their security features and size limitations (only groups under 5,000 members can send email blasts), **Facebook Groups** are set up for more personal interaction. Groups are also directly connected to the people who administer them, meaning that activities that go on there could reflect on you personally. Facebook considers Groups to be an extension of your personal actions. When you post something as a Group administrator, it appears to be coming from you and is attached to your personal profile. *If you send an invite to an event from a Group, your name will show in the event invite.*

Facebook Pages, on the other hand, don’t list the names of administrators, and are thought of as a person, almost like a corporate entity is considered a ‘person’ under the law. Pages can create content that comes from the Page itself, so that content doesn’t have to be linked to you personally.

Pages are indexed by external search engines, such as Google, while Groups are not. Constituents will only be able to find your group by searching in Facebook, not Google, Yahoo, Bing, etc.

Email vs. Updates

As long as the **Group** is under 5,000 members, group administrators can send messages to Group members that will appear in their inboxes. **Page** administrators can send updates to fans through the Page, and these updates will appear in the “Updates” section of fans’ inboxes. There is no limit to how many fans you may send an update to, or how many total fans a Page can have.

User Control

Groups offer far more control over who gets to participate. Permission settings make it possible for group administrators to restrict access to a group, so new members have to be approved. Access to a **Page**, however, can only be restricted by certain ages and locations. Again, this makes groups more like a private club.

Ability to Create Events

Both Groups and Pages allow you to create related events, which show up under the users' Request (and later in the upcoming events page on the sidebar of their dashboard if they've responded). Neither have any added functionality beyond the generally available Facebook Events application. *As noted above, if you send an invite to an event from a group, your name will show in the event invite.*

The Bottom Line

Groups are great for organizing on a personal level and for smaller scale interaction around a cause. **Pages** are better for brands or businesses who want to interact with their fans or customers without having them connected to a personal account.

Source: <http://mashable.com/2009/05/27/facebook-page-vs-group/>

Procedures for Creating Pages or Groups on Facebook:

1. Editorial Calendar and Strategic Planning

It is highly recommended that the event lead and committee (if applicable) develop a strategic plan and editorial calendar for Facebook posts. Here is a [sample calendar](#) and [integrated communications calendar](#) to help you craft your plan. It is recommended that you utilize a schedule tool, like Hootsuite, to schedule out your messages. Please refer to the next section – *Hootsuite 101* – to learn how to use this key social media tool.

Please post your messaging timing on your Page/Group's information tab. This will help constituents anticipate the number and timing of your posts.

Your first post of the season (if you are not posting year-round) should state as follows:

"Welcome to the ___(insert Page/Group name)___page/group! We post updates once a week from ___(insert month___to___insert month)__. For year- round updates, become a fan of @ACS_California."

Your last post of the season (if you are not posting year-round) should state as follows:

"Thank you from the ___ (insert Page/Group name) ___page/group! We are wrapping up our page/group for this year, but look forward to updating you next year in ___(insert month)__. For year-round updates, become a fan of ACS_California."

2. Naming Standards

Please create only one group or page per event, regardless of year or date. **Do** include CA, so constituents do not join the wrong Page/Group. **Do not** include date or year in a Page/Group name. This allows you to build members as well as change administrators over time.

Standard: Event Name of Location, CA

Examples:

Making Strides Against Breast Cancer of Ventura County, CA

Blossom Ball Gala, CA

Golden Gate Invitational, CA

3. Administrative Rights and Directory Listing

Your Facebook delegate may use their personal Facebook profile/account to create and manage the Page/Group.

Once it is created, your Facebook delegate must provide the Page/Group name and administrative access to the event lead (you) and your Division contact:

Daffodil Days: Kellymarie Demaray, kellymarie.demaray@cancer.org, 510-464-8292

DetermiNation: Tara Crain, tara.crain@cancer.org, 510-464-8122

Gala and Golf: Mitch Wong, mitch.wong@cancer.org, 510-464-8295

Making Strides: Kellymarie Demaray, kellymarie.demaray@cancer.org, 510-464-8292

Relay For Life: Laura Housfeld, laura.housfeld@cancer.org, 510-464-8293

Once the Facebook information/admin access is given to the Division contact, the ACS_California Social Media Directory listings will be updated with the link.

4. Fill Out "Profile" and "Info" Tabs Completely

This will help constituents find your Group easily through Facebook search or your Page through Facebook and other search engines such as Google, Bing, and Yahoo.

5. Migrating a Misnamed Existing Group or Page to an Official Group

(If your event does not have an existing Facebook Fan Page or Group, skip to step 6.)

- a) Set up Official Page/Group according to naming standards.
- b) Go to your Unofficial Group and click on "send an update to fans/members," or send an update from your Fan page.
- c) Please use the following language in your update: "This Page/Group is being discontinued. Please join our _____Page/Group to get the latest updates and local happenings for the _____event. Thank you!"
- d) Discontinue or close the Fan page or Group.

6. ACS_California Social Media Directory

The Division will update and promote our ACS_California Social Media Directory to help constituents find you on Facebook. We are currently investigating the addition of your Facebook links to your websites/email campaigns for FY10-11. (Link will be placed *after* the link to fan ACS_California Social Media properties.)

7. Creating Events

Creating events within your Page/Group shall be reserved for localized fundraisers and happenings. Your main event should not have a Facebook event, as RSVPs do not go through our official systems (Siebel, Online, etc).

8. Content Shall be Specific to Your Local Event

If you feel the need to provide mission-related messaging, please use approved messaging provided by ACS_California's social media properties or Official ACS NHO properties.

9. Mentioning Event Sponsors or Fundraising Companies

As with other communications involving sponsors, vendors, or businesses, you must avoid any activities that may subject the Society to the Unrelated Business Income Tax. Sponsor/Company Acknowledgments or Thank You messages can be posted, as well as descriptions of the sponsor's donated product - if they are value-neutral. If your event has an Exclusive Sponsorship, you may acknowledge a sponsor as the sole sponsor of the event.

Do not post messages that can be treated as advertising for the sponsor. Any message that promotes or markets the sponsor's product, service, or facilities is advertising. This includes logos if the logo contains promotional language (e.g. "Drink Coke."). Do not include qualitative or comparative language, price information, or any other language that tries to induce someone to buy the sponsor's product or service (e.g. "The nation's leading provider of xyz service/product")

10. Third Party Inquiries

Please contact your event lead immediately if you are contacted by any third party wanting to link your Social Media account.

For more information about social media, visit the [Corporate Communications page](#) on The Link. Subscribe to the Social Media Weekly eNewsletter by emailing Jennifer Brady at jbrady@cancer.org.

Quick & Easy Social Media Guidelines

The following tips should guide you and/or your volunteers when creating content through Social Media.

Do not share secrets

It is not okay to publish confidential information about anyone, and that includes using names of staff, volunteers, vendors, or anyone associated with the American Cancer Society without prior approval.

Protect your own privacy

Do not post anything you wouldn't want to see on the front page of the *New York Times*. The Internet has a long memory and is an echo chamber. Be careful what you say and how you act as everything is archived.

Use only photos that portray the Society and its members in a positive light

No permission is needed from those in the photo in order to post a photo taken at a Society event or activity, so long as the photo is unaltered and clearly represents the event or activity it depicts. For example, it would not be appropriate to post a photo of a two-year-old posed by someone to look as if him/her were driving the golf cart used at a Relay event, since this would incorrectly imply poor risk management on our part.

Be honest

For blogs, do not blog anonymously, or use pseudonyms or false screen names. Use your real name and American Cancer Society title, be clear who you are, and identify that you work or volunteer for the Society. What you publish will be around for a long time, so consider the content carefully and exercise caution when disclosing personal details. Please refer to the next section – *Social Media 101* – to learn how to manage your Facebook profile and privacy settings.

Respect copyright laws

It is critical that you comply with the laws governing copyright and fair use of copyrighted material owned by others, including American Cancer Society copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is a good general practice to link to others' work rather than reproduce it.

Protect California constituents

Volunteers, staff, donors, sponsors, businesses, community partners, and vendors should not be identified or made reference to without their approval. Never identify a constituent by name without permission and never discuss confidential details of any kind.

Be the first to respond to your own mistakes

If you make an error, be honest about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper, such as their copyrighted material or a defamatory comment about them, deal with it quickly. It's better to remove it immediately to lessen the possibility of a legal action.

Think about consequences

Using your blog or other social media outlets to trash or embarrass the American Cancer Society, our volunteers, donors, patients, visitors, or your co-workers, is inappropriate and ill-advised.

Reacting to negative or incorrect posts or comments

Immediately contact Corporate Communications or your California Division contact listed below when you make a mistake or receive a complaint about a post that may put the Society at risk.

When in doubt, ask

If you have any questions or doubts regarding these guidelines, please contact Corporate Communications or your Division contact listed below before proceeding.

Seven Facebook Tips

- 1. Be helpful.**

If someone asks a question on your Facebook page or group, respond. If someone shares feedback, thank them and ask for more insight. When people take the time to reach out and share, return the favor with a helpful response.
- 2. Provide value.**

From the links and content you share to the questions you ask of supporters, always ask if it is something your constituents would find of value.
- 3. Tap into your influencers.**

Establish strong relationships with influential members who have extensive connections. Target people who have large networks and are active on your page, and provide them with ways to engage further.
- 4. Drive quality traffic to your website.**

Use content sharing features like posting links to drive targeted traffic to your website. Directing Facebook users to your website can significantly increase qualified traffic to fundraising and advocacy opportunities.
- 5. Improve your search engine optimization results.**

Through its Social Search feature, Google, as well as other search engines, are now indexing content created on sites like Facebook. Your fan page content now has the potential to generate favorable search engine results for your organization.
- 6. Use the discussions feature to learn more about your supporters.**

In a social setting like Facebook, supporters and prospects are more willing to share information. Listen. Use this for program ideas, ways to improve messaging or an opportunity to reach out directly to constituents.
- 7. Leverage Facebook insights to gauge your return on investment.**

Facebook's Page Insights tools and dashboard help provide the most pertinent data for analysis. Use it to uncover data about comments, wall posts, "Likes" and fan demographics to help identify and target specific demographic segments and gauge campaign efficacy.

Source: www.convio.com/socialmedia

HootSuite 101

What is HootSuite?

HootSuite is a website and online brand management service that uses the social web to launch marketing campaigns, identify and grow audiences, and distribute targeted messages across multiple channels.

Using HootSuite's dashboard, users can collaboratively schedule updates to Twitter, Facebook, LinkedIn, and other social networks via web, desktop or mobile platforms plus track campaign results and industry trends to rapidly adjust tactics.

Which Social Media Pages Link to HootSuite?

- Twitter
- Facebook (personal page)
- Facebook Fan page (Groups are not currently supported)
- LinkedIn
- MySpace
- PingFM
- Wordpress
- Foursquare

How Do You Sign Up for HootSuite?

1. Go to hootsuite.com and click the green "Sign Up Now" button to create your new Social Media Dashboard.
2. To link your new HootSuite account to a Social Media site, click on the owl in the left hand corner and choose "Settings" from the drop list.
3. Click "Social Networks" and then the "Add Social Network" tab in the box that pops up in the center of the computer screen.
4. Pick a site from the drop list and then add your personal information (website, password, etc.) to link HootSuite to that Social Media account.
5. Apply the same thing to add any other Social Media account you may have that partners with HootSuite (see above).

To organize the dashboard

Click the "add stream" tab and choose what news you want to appear on the home page (pending messages, inbox, outbox, etc).

How Do You Schedule Messages/Tweets?

On the HootSuite dashboard there is a box in the upper left corner that posts messages to any Social Media account linked to HootSuite.

1. Type a message in the box and click the avatar for the social site next to the textbox.
2. You can compose a message to send immediately or schedule one for the future.
3. To schedule one for the future, type the message in the textbox and then click on the calendar below that says "Schedule Message." Click the date and time you want to schedule your message/tweet.

Shortening Links

Paste the URL in the smaller text box and click the tab "Shrink." This will condense the website into an "owl.ly" link for your tweets and messages.

It is recommended that every link is shortened since only "owl.ly" links are accessible to view the HootSuite analytics and summary statistics of (view below).

What are the Summary Statistics?

With HootSuite's easy comprehensive guide, users can easily track their influence online. Once you've set-up an account and have posted tweets, you can click on the owl in the top left corner and choose the "Stats" tab.

The summary view allows you to see the total amount of clicks per day for each of your twitter accounts. You can also view the geographical information of who clicked your links as well as the referring websites via the "Site Analytics" tab.

A more detailed breakdown is available by selecting the individual message tab and then selecting a specific message that you want to see more details for (such as number of clicks).

How to Use Facebook Privacy Settings and Avoid Disaster

Facebook provides users with the opportunity to share just about everything: photos, links, videos, and random musings in the form of status updates.

The beauty of Facebook's many features is that you can choose what you show and to whom. By using Friend Lists and playing with your privacy settings, you can create different views for each segment of your life.

Segmenting Your Facebook Friends into Lists

Friend Lists can be utilized for a variety of purposes, but the biggest draw for the average user is that they allow you to label your friends for easy adjustment in Profile Privacy Settings.

The names or types of Facebook Friend Lists you create will depend on your use of Facebook and the overall purpose of your profile. If it's personal, try "Friends," "Work Colleagues," "American Cancer Society Volunteers," and "Family" for effective tweaking of privacy settings to control each list's level of profile access.

You can create a list from the Friends page, or choose them individually by name while working on the Privacy Settings page.

1. Simply choose a feature you want to limit, like your Wall, and select "Customize" from the drop down.
2. Enter the name of the person or list you want to keep from seeing that feature. You will be prompted to create a list if you enter multiple names by hand.
3. Privacy settings can be adjusted by clicking on "Account" in the upper right corner of Facebook and clicking on "Privacy Settings."

Facebook Privacy Settings: What's Safe to Share?

How much you're inclined to disclose on Facebook depends on many factors, and can change based on what you did last weekend, who has recently joined the network, and what your overall goals and use of the site are. A basic breakdown looks like this:

1. People you don't know (your public profile listing)

First, adjust how someone you aren't connected to views your profile. Allow them to view a bit of personal information, in case a potential employer, networking contact or old friend is looking for you.

To do this, make your profile available to "My Networks and Friends" and your search visibility to "Everyone." You should also make sure that the "Public Search Listing" box is checked off so your profile can be indexed.

Now decide what you don't want non-friends to see and change these settings, allowing "Only Friends" to see that information. This also sets up the all-access version of your profile for your friends.

“Safe” info typically includes Basic Info, Personal Info (depending on how much detail you provide), Education Info and Work Info. That means no photos, no videos, no wall.

2. Your “real” friends

You may or may not consider online-only acquaintances to be “real” friends; if so, put them in this list. Either way, these are the people who get the full version of your profile. Things reserved exclusively for actual friends might be Photos Tagged of Me, Photo Albums you upload, Videos Tagged of Me, Wall Posts and the ability to post on your wall.

3. Online buddies

In the old days, people would recommend hiding identifying details from this group of friends, but that goes against the nature of Facebook. However, if you have children you may want to block these friends from viewing photos of your kids. Decide what works for you; you can switch your settings at any time.

4. Coworkers

Sometimes coworkers are friends; sometimes they are a kind of in-between friend. If it's the latter, you may want to shield them from some of your Photos, Status Updates and Wall Posts. Think long and hard about how friendly you get with your coworkers.

5. Family

Yes, Facebook is finally popular enough that you might need a separate list for your family members. Depending on how cool your family is, or how out of control your photos and various Facebook antics are, adjust your settings accordingly.

6. Photos

Photo album settings must be changed individually, either when you set up a new album or by going to the Photos section of the Privacy page. However, any photo you use as a profile picture goes in a separate album called “Profile Pictures,” for which the settings cannot be changed. So don't choose an inappropriate photo as your profile picture.

7. Final tip

No one will know you've changed settings, neither for them or in general. These updates will not show up in your news feed, so block people with abandon.

Social Media Support

Corporate Communications:

Primary Contact: Jennifer Brady, jbrady@cancer.org, 510-464-8195

Secondary Contact: Justin Rogers, justin.rogers@cancer.org, 510-464-8131

NHO contact: Karen Rose, karen.rose@cancer.org, 813-833-8882

Discovery Shops:

Please contact your Regional Field Director

Judy Ingwaldson, judy.ingwaldson@cancer.org, 925-866-2762

Regina Schmitz, regina.schmitz@cancer.org, 909-792-4826

Sheila Weldum, sheila.weldum@cancer.org, 209-941-2677

Event Support:

Daffodil Days: Kellymarie Demaray, kellymarie.demaray@cancer.org, 510-464-8292

DetermiNation: Tara Crain, tara.crain@cancer.org, 510-464-8122

Gala and Golf: Mitch Wong, mitch.wong@cancer.org, 510-464-8295

Making Strides: Kellymarie Demaray, kellymarie.demaray@cancer.org, 510-464-8292

Relay For Life: Laura Housfeld, laura.housfeld@cancer.org, 510-464-8293

Additional Resources

Social Media Weekly eNewsletter

For more information about social media, visit the [Corporate Communications page](#) on The Link. You can also subscribe to the Social Media Weekly eNewsletter by emailing Jennifer Brady at jbrady@cancer.org.

Helpful Blogs about Social Media:

Beth's Blog: How Nonprofit Organizations Can Use Social Media to Power Social Networks for Change: <http://www.bethkanter.org/>

<http://mashable.com/>

<http://www.socialmediaexaminer.com/>

<http://socialmediatoday.com>

<http://www.hubspot.com/social-media-marketing-hub/>