

# SOCIAL MEDIA RISK MANAGEMENT PLAN

*Social media offers a great way to interact and engage in conversation with your community. If mismanaged, however, social media conversations and posts can actually damage your reputation. It is important to examine your social media policy and put safeguards in place to protect your organization.*

NEEDS  
YES ATTENTION

Do you have a written social media policy to guide the people who are in charge of social media accounts?	<input type="checkbox"/>	<input type="checkbox"/>
Have you selected a trusted group of people - staff members or other leaders - to post and regularly monitor your social media pages?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have procedures for quickly responding to questions posed to your organization via social media?	<input type="checkbox"/>	<input type="checkbox"/>
Have you defined the type of content that will not be tolerated on your page? (Obscene, embarrassing, or abusive material, advertising, and spam will likely fall into this category.)	<input type="checkbox"/>	<input type="checkbox"/>
Have you determined the responsibilities of the social media team members when they are moderating the page and how often they will moderate the page? (once per day is best.)	<input type="checkbox"/>	<input type="checkbox"/>
If someone posts comments about a negative experience or situation that includes sensitive information, do you have a point person who will coordinate resolution of the issue privately by way of a meeting or phone call?	<input type="checkbox"/>	<input type="checkbox"/>
Have you crafted a social media disclaimer that outlines your expectations for interactions as well as terms for removing content?	<input type="checkbox"/>	<input type="checkbox"/>
Do you obtain a signed photo release from each person who is personally identifiable in images posted to your social media pages?	<input type="checkbox"/>	<input type="checkbox"/>
Do you disable photo tagging on your page and remove location information from photos to protect the privacy of those who are photographed?	<input type="checkbox"/>	<input type="checkbox"/>
Do you consistently obtain permission from original sources before posting content that isn't your original work? (Please review the copyright and fair use checklist for additional information.)	<input type="checkbox"/>	<input type="checkbox"/>

## NOTES: