

Special Olympics Kentucky
Special Olympics Social Network Page Policies

Today, social media encompasses a broad sweep of online activity, and social media can be a valuable tool for local organizations to advance our mission and attract new constituents. We are also aware that there are basic risks involved in online content in that it is immediate, easily viewed and shared by many people at the same time, and all online activities are trackable and traceable.

We believe that it is important to establish an identity online with Facebook and other sites. As the web constantly changes and new tools are introduced, new challenges will emerge and this document will change as needed.

Here are the guidelines we will follow regarding the creation of Facebook and other social network pages representing the Special Olympics Kentucky and any of its local programs:

1. Each local program head of delegation should designate one approved volunteer to be in charge of the creation and maintenance of their social network site. That person may enlist the services of another approved volunteer to aid with the maintenance of the site, but will be responsible for all posts and content.
2. **The Special Olympics Kentucky Communications Director must be added as an administrator on any local program page (Facebook) or provided with the login information (Twitter, Instagram, etc.). Please contact Mark Buerger to let him know this has happened.**
3. Any images used on the site must be supported by approval from the subject(s) featured in the photograph. Any requests to remove images from the subject(s) must be met promptly. By default, athletes' parents/guardians have given permission to use their athlete's image when they sign their medical release; however, requests to NOT use a particular athlete's photo should ALWAYS be honored.
4. All Special Olympics language guidelines should be followed at all times.
5. All Special Olympics Kentucky graphic standards must be used when placing logos on the pages.
6. No profanity shall be allowed on any Special Olympics Kentucky pages.
7. For Facebook, the settings should be set up so that others are invited to "Like" a page, not be added as "Friends". They should also not be set up as Groups.
8. The page should be updated at a minimum of once a week.
9. Any questions regarding content or posts should be cleared through the SOKY Communications Director BEFORE being posted to the site.
10. All content should be spell-checked and edited for proper grammar BEFORE being posted. Any errors should be corrected immediately.
11. Respect the privacy of SOKY staff, volunteers, members and program participants. No private information should be posted to the site for any reason.

12. Comments on the site should be restricted to matters related to Special Olympics, such as reminders about upcoming events or registration dates, announcements about new programs, congratulations of athletes on their performances, etc. Personal commentaries, political discussions or non-Special Olympics matters should be avoided. Any questions regarding the nature or content of a post should be directed to the SOKY Communications Director for approval BEFORE being posted.
13. Local program pages are an extension of the statewide program and should be thought of as such. They represent not only your local group, but Special Olympics as a whole. As such, criticism of the state office or SOI is inappropriate on local program social media outlets. If you have a concern with anything happening at the state or national level, contact the state office directly to discuss the matter.
14. It is entirely appropriate to thank businesses who support our cause and our organization, but we should be careful that sites set up to promote Special Olympics programs don't become overly commercial enterprises. If a business that supports your local program has its own social media site it is also appropriate and allowable to link to, friend, Like or follow their page.
15. Local Program personnel **SHOULD NOT** create Event pages, Fan Pages, Web sites, etc. for **STATE LEVEL** competitive or fundraising events. This will be handled by the State office. All State Event Pages will allow local programs to invite friends to that event.
16. Do not respond to a negative comment, post or email without prior approval from the SOKY Communications Director.
17. Posts may not include discussions of the use of alcohol and drugs, sexual behavior or bullying.
18. Posts may not contain comments that are derogatory with respect to race, religion, gender, sexual orientation, color or disability. Sexually suggestive, humiliating or demeaning comments are not permitted.
19. Any media requests generated from posts on the site should be directed to the SOKY Communications Director.
20. All Special Olympics Kentucky local program sites or pages must link to the Special Olympics Kentucky pages and are subject to review by the SOKY Communications director.
21. SOKY local programs are not allowed to use social media pages or program web sites for direct local program fundraising ("donate now" buttons). This violates other organization contracts.

Local programs that do not follow these guidelines will be asked to comply. Continued non-compliance will result in the local program being asked to discontinue their on-line presence.