

## **Five Tips for creating Facebook “Groups”**

### **1) Be Responsible**

Say what is on your mind, but be cautious that you are representing the organization. Don't behave differently online than you would in any other public setting. Give a timely response and monitor your conversations. If you don't have all the facts, do not make them up. Check with a SOWI staff member who has knowledge about the subject before providing an answer or ask this staff member to follow up directly.

### **2) Consider Your Audience and Bring Value**

Your group members are parents, athletes, coaches, teachers, volunteers, Agency managers, donors, sponsors/partners and staff. Consider what you are publishing and make sure it caters to the needs of these individuals without alienating anyone. Consider posting frequency: Find the balance between keeping the community updated and turning them off with too many posts in your group. When deciding whether to post information, decide how much value this will bring to others. Consider the journalistic five W's and H (Who, Why, When, Where, What, How). How does this impact the people you are communicating with and why do they care?

### **3) Pick Your Battles and Accept Your Mistakes**

Don't pick fights and be the first to correct your own mistakes. If a Facebook group member says something in poor taste, respond to them politely and answer the question or correct the facts in a professional manner.

### **4) Protect Confidential/Copyrighted Information and Don't Cite Donors/Partners without Approval**

If it's questionable, keep it quiet. Ask partners/sponsors, donors, etc. for approval before you link back to their website or tag their Facebook page.

### **5) Be Transparent**

If there is a crisis situation, state what information the organization has agreed to release. Follow the rules stated in the crisis communication plan. Do not release information before instructed by the Marketing Department or appropriate staff member as referenced in the plan. When in doubt, consult the Marketing Department. Social media is a natural way to further SOWI's mission and we want to work together to do so.