

Social Media Policy | Parks Foundation of Clark County

Statement and Scope

Parks Foundation of Clark County aims to have a courteous attitude both offline and online. Though the focus is on enhancing our local parks and the experiences people have in them, our online presence should be assumed to reach far beyond Clark County. As such, the administrator(s) of the Parks Foundation of Clark County's social media platforms is expected to perform best practices and required online interaction etiquette. This includes but is not limited to:

- Maintain appropriate brand voice and follow provided guidelines.
- Maintain proper brand imagery by following sizing guidelines.
- Adhere to defined security protocols in case of crisis.
- Maintain specified and legal copyright policies associated with Parks Foundation of Clark County.

Voice Brand Defined | Mission, Vision, Values

The Voice Brand of Parks Foundation of Clark County is Defined As:

- **Passionate** - Shows enthusiasm for what the Parks Foundation of Clark County does and champions its accomplishments and donors.
- **Thoughtful** - Shows knowledge about content shared and considers the benefits it provides to viewers.
- **Sincere** - Shows a down to earth attitude that demonstrates the values of the Parks Foundation of Clark County by promoting its mission and vision.

Mission

The mission of the Parks Foundation of Clark County is to improve the quality of life in Clark County by supporting parks, trails, and recreational programs.

Vision

Clark County will have the best parks, trails, and recreational programs in the Pacific Northwest that meet the needs of a growing and diverse population.

Values

We will INVEST in Clark County by acting as a trusted foundation exclusively dedicated to managing funds for projects that enhance our parks, trails, and recreational programs.

We will PROMOTE the significance of usable recreational areas, including cost-free outdoor spaces, and access to affordable programs as a means for creating a healthy and happy community.

Social Media Policy | Parks Foundation of Clark County

We will PRESERVE the legacy of Clark County by providing grants and by managing planned giving opportunities and special projects.

We will COLLABORATE with municipalities and nonprofit organizations to realize the community's vision for improving long term livability.

We will CULTIVATE individual memberships and corporate partnerships to support parks, trails, and recreational programs.

Brand Voice Guidelines

The Parks Foundation of Clark County is a family-oriented organization. As an administrator of the social media accounts, what is posted online will be visible to all and must reflect the integrity of the organization. Requirements include maintaining the appropriate brand voice and communication while sharing content. Responsibilities include but are not limited to:

- Maintaining brand voice on all social platforms.
- Being kind and courteous to everyone.
- Ensuring that all interactions on social media maintain a professional tone.
- Answering questions and post content with full confidence of knowledge shared.
- Being honest and open when answers are not available or when verification of content is needed prior to posting.
- Removing and preventing postings of any and all hate speech associated with any media shared or connected to the Parks Foundation of Clark County.
- Ensuring that no confidential company information is shared anywhere online or with the public.
- Informing employees who have a personal social media account that they must state that the views and opinions they express are their own when applicable.

Member Roles Defined

- **Executive Director**
 - Head of social media management & marketing.
- **Associates and Contractors**
 - Anyone else that is implementing social media posts within the company with the approval of the Executive Director.
- **Brand Advocates**
 - Brand advocates are any other person or employee who shares or reposts outside of the Parks Foundation of Clark County.

Social Media Policy | Parks Foundation of Clark County

Brand Imagery Guidelines

The maintenance of the Parks Foundation of Clark County's visual voice and community representation on social media centers around cultivating an appropriate brand voice. Brand voice is how you would like to be perceived both on social media and in person, at events, and through business connections. Your brand voice is passionate, thoughtful and sincere, with a professional, and nurturing tone.

Maintaining your voice requires:

- Media and content should represent the Parks Foundation of Clark County according to the established brand guidelines and requirements.
- Use only approved brand imagery on all social platforms. This includes logos, cover images, photos, headers for events, and email templates.
- All media representation should comply with guidelines from the Parks Foundation, including media produced and posted by contractors.
- Media release forms will be used as appropriate to ensure the safety and protection of individuals associated with media postings.
- Monitoring content posted by the community and asking explicit permission to reshare approved content must be followed closely.
- No hateful or inappropriate media shall be tolerated on Parks Foundation of Clark County's social media accounts.
- No media shall be shared that is not related to the mission of Parks, Foundation of Clark County, and must obtain appropriate copyright authorization acquisition prior to sharing.
- Employees, brand ambassadors, and influencers must follow the provided guidelines. When requesting any of the aforementioned to participate or share on social channels for Parks for Clark, provide a voice guide for them to follow.

Imagery Size Guidelines

LinkedIn

- Profile Avatar: 400 x 400 (1:1)
- Profile Banner: 1584 x 396 (4:1)
- Update/Link: 1200 x 628 (1.91:1)
- Company Cover: 1536 x 768
- Company Logo: 300 x 300 (1:1)

Facebook

- Page Cover: 1200 x 675
- Group Cover: 1640 x 859
- Event Cover: 1200 x 675
- Profile Picture: 170 x 170
- Link Image: 1200 x 630
- Photo Posts: Width: 720, 960, 2048
Height: up to 2:3

Instagram

- Profile Photo: 180 x 180 (1:1)

- Square Post: 1080 x 1080 (1:1)
- Landscape: 1080 x 566 (1.91:1)
- Portrait: 1080 x 1350 (4:5)
- Story Image: 1080 x 1920 (9:16)
- IGTV Cover: 420 x 654 (1:1.55)

Twitter

- Profile Photo: 400 x 400 (1:1)
- Header: 1500 x 1500 (3:1)
- Shared Link: 1200 x 628 (1.91:1)
- Tweet Images: 1200 x 675 (16:9)
Minimum width: 600px

YouTube

- Channel Banner: 2560 x 1440
- Video Thumbnail: 1280 x 720
- Channel Icon: 800 x 800

Social Media Policy | Parks Foundation of Clark County

Account Security

Security Protocols

The manager or associate in charge of posts made to the Parks Foundation of Clark County's social media accounts is required to take appropriate actions to maintain security. **This is to help protect both the Parks Foundation of Clark County's online presence and brand identity, and also helps protect the social connections linked to the Parks for Clark online community.** All associated media channels must adhere to specified protocols regarding Public Relations and Security which should be defined in an established HR policy. Appropriate actions include but are not limited to:

- Reporting and taking action for resolution of breach of account or hacking issues.
- **Reporting the incident to the social media manager or associate in charge, and immediately changing the account's password.**
- Taking corrective action to eliminate hate speech or threats posted to the Parks Foundation of Clark County's social media accounts.
- Working to address public relations issues associated with negative feedback.
- Preventing the use of Parks Foundation social media accounts that do not directly relate to the mission of the Parks Foundation, including political or religious posts.

The manager or associate in charge of monitoring social media channels, has sole responsibility of taking action if any of the aforementioned issues arise. Appropriate steps must be taken immediately to restore security within the account(s). It is of utmost importance to implement the appropriate steps to restore security within the account(s). Individuals who hacked accounts previously often do their best to slander organizations, and onlookers may misinterpret what the hacker posts as something that reflects the organization.

Additionally, if any issues occur regarding hate speech or negative feedback from customers and associated persons, **the manager or associate in charge of monitoring social media channels must take action to resolve the issue immediately.** Resolutions include deletion of these posts and blocking of the offending party.

Copyright / Privacy

As a contractor for the Parks Foundation of Clark County's social media accounts, you must comply with all copyright policies associated with the Fair Use Copyright laws of the United States of America. This includes but is not limited to:

- Sharing media assets that are fully owned or rightfully acquired by Parks Foundation of Clark County.
- Subjects present in shared media have all signed Parks Foundation of Clark County's official media release form.

Social Media Policy | Parks Foundation of Clark County

- Images of people unassociated with the Parks Foundation of Clark County may be shared if the people are unidentifiable (e.g., back of the head, a hand). However, for the organization's safety, it is best to request permission every time.
- When reposting content, tag the owner or embed the original post and request explicit permission to reshare in the comments below a posted/shared image or send a request in a private message.
- Influencers/ micro-influencers must be transparent when part of an influencer campaign. Campaign managers must provide guidance as to how and what to reshare for these groups.

Content Posting and Sharing

Expectations include ensuring that all content posted through the Parks Foundation of Clark County social media accounts are approved prior to posting.

- Make sure consent forms have been signed by all youth in pictures.
- Use Free Use and Creative Commons imagery when pictures are not sourced from Parks Foundation of Clark County staff, board members and community members.
- Encourage community members to post photos at parks and tag the Parks Foundation of Clark County in the photos.
- Make it clear that tagging the Parks Foundation of Clark County in photos provides consent for sharing.
- Encourage community members to share posts from the Parks Foundation of Clark County to their stories and timelines.
- Follow the established scheduled guides in the content calendar, or a regular schedule such as a Monday, Wednesday, Friday posting method and maintain the scheduled times through posting calendars.
- Make sure to follow up on questions and responses on a regular schedule, and make use of auto-responses on social media for days that aren't in the schedule.

Public Relations Crisis

- **Listen** to potential negativity. A complaint or concern can be resolved with a quick and sincere response.
- **Identify** what happened. Figure out why and how. Calmly develop a solution.
- **Plan** what needs to be said and prepare an accurate response. Remember, the response must maintain the brand voice.
- **Respond** quickly on all social media channels. Apologize earnestly and clearly. Transparency and honesty on behalf of the organization is essential to prevent harm to the reputation of Parks Foundation of Clark County.
- **Follow Through** with any additional clarification after making a statement and pay attention to optics.