National Association *for* Court Management
Strengthening Court Professionals

NACM POLICY			
POLICY NAME / SUBJECT: **Social Media**	**NUMBER:** NACM-1100	**ADOPTION DATE:** May 2024	**TYPE:** Internal
PREPARED BY: Communications Committee Members	**SECTION:** 1000 Operations / Policies		**RECINDS:** n/a

REFERENCES & RESOURCES:
- www.wikipedia.com
- www.facebook.com
- www.twitter.com
- www.linkedin.com
- www.instagram.com
- www.youtube.com

DEFINITIONS AND ABBREVIATIONS:
A. Social media: Forms of electronic communication such as websites and applications for social networking and microblogging through which users create online communities to share information, personal messages and other content.
B. Blogging: A website or application that contains information, comments, hyperlinks, videos, and photographs provided by the writer.
C. Microblogging: Blogging done with severe space or size constraints typically by posting frequent brief messages.
D. Post: An action on social media involving the submission of information made public. Information can be in the form of written communications, pictures, videos, and hyperlinks.
E. Like: An option on all NACM social media accounts that can be selected to demonstrate positive feedback towards a post.
F. Share: The ability for someone to use the Share button to copy someone else's post on social media by posting the same content or transmit a hyperlink of the post using email, text or instant messaging platforms.
G. Comment: An option on social media for people to express their thoughts on someone's post.
H. Tweet: This is a posting on Twitter.
I. Retweet: Same as "share", but exclusive to Twitter.
J. Hashtag: acts as a searchable tag that describes some aspect of the contents of the posting. It is expressed as #keyword.
K. Trolling: To make a deliberately offensive or provocative online post with the aim of upsetting someone or eliciting an angry response from them.
L. Flaming: It is the act of posting offensive language or trading insults between followers.

BACKGROUND:
Social media uses web-based technologies that are accessible and able to transform people from content users to content producers. The social media technologies currently utilized by NACM are Twitter, Facebook, LinkedIn, Instagram, and YouTube.

"X" formerly Twitter
A free social networking microblogging service allowing registered members to broadcast short posts called tweets. 'Tweets' are limited to 140-character messages posted to the author's page and delivered to their 'followers'. Users can restrict access or allow open access. To connect tweets to a general topic, members can add hashtags to a key word in their posting. Unlike some Instant Messaging platforms that disappear when the user closes the application, tweets are also posted on Twitter's website. They are permanent, they are searchable, and they are public.

Facebook

Facebook is a free social networking website allowing registered users to create profiles, upload photos and videos, broadcast live video, share messages, photos and other content and send messages to keep in touch with friends through networks based on demographics, schools, workplace or interests. Users can restrict access or allow open access. Facebook also allows users to create groups around common interests that can be joined by both members and non-members. These groups can be used for discussion on specific topics or relaying information about current events through its discussion boards, recent news and other content portals.

LinkedIn
LinkedIn is a social networking site designed specifically for the business community allowing registered members to establish and document networks of people they know and trust professionally. A member can establish connections with someone he has worked with, knows professionally or has gone to school with. A member's profile page emphasizes skills, employment and education history, and has professional network news feeds. LinkedIn also allows members to form groups based on any common interest which allows connections on a more personal basis.

Instagram
Instagram is a free photo sharing application and social network platform. Users can edit and upload photos and short videos and broadcast live videos. Users can also add captions to their posts and use hashtags to make the posts searchable. Users also have the option of making their profile private so that only their followers can view their posts. Similar to other applications, users can like, comment and bookmark friends' posts. Free business accounts are offered including access to free engagement and impression metrics.

YouTube
YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. These videos can also be embedded and shared on other sites.

SOCIAL MEDIA POLICY:
1. NACM will place appropriate messages and information online using social media platforms.
2. NACM members are reminded to comply with the NACM Code of Conduct when placing or commenting on content on NACM social media sites.
3. NACM will maintain organizational groups and accounts within the various social media platforms that are the responsibility of the Communications Committee.
4. The NACM Social Media Lead and/or backup or Social Media subcommittee designee will act as the moderator for each social media platform under the oversight of the Communications Committee.
5. The Communications Committee in conjunction with the Social Media Subcommittee will evaluate metrics on usage and effectiveness of each social media tool to ensure we are reaching our audience effectively.

SOCIAL MEDIA GUIDELINES:
1. There is no such thing as delete on the internet, so think before you post.
2. Carefully consider what should be posted for items where emotions may run high such as politics and religion.
3. Members should not post personal or confidential information about their court or the association.
4. Make sure any content you submit for posting is about your areas of expertise or you have done substantial research on the topic.
5. Just because something is online doesn't mean it's OK to copy it.
6. Be respectful and considerate of others when posting or replying. No trolling, troll baiting or flaming anyone.
7. Consider content that is open-ended and invites responses.
8. Share with followers the things you are learning and doing so others can learn from your experiences.
9. Pause. If you are about to publish something that makes you even the slightest bit uncomfortable, pause and review the guidelines before submitting it. Trust your instincts.
10. If you mess up, be the first to correct it and be clear what you've done to fix it. The Communications Committee can help you triage a bad comment or post.
11. Don't respond to offensive or negative posts, there's no winner in that game.
12. Make sure your efforts to be transparent do not violate your organization's privacy, confidentiality, and any applicable legal guidelines for external communication. All statements must be true and not misleading, and all claims must be substantiated and approved.

13. Occasionally typos will happen when creating posts or making comments. In some platforms you can make a simple correction, others require the posting to be deleted. The severity of the mistake may help you determine which option you should take.
14. Social Media widgets should be included in all NACM communications.

PROCEDURES:

The Communications Committee is responsible for posting on social media sites through the use of the Social Media Subcommittee.

The Social Media Coordinator will be responsible for adding certain appropriate content to NACM's social media platforms as well as encouraging other members to post information. This person may remove slanderous comments or postings from the platform after notifying the Chair of the Communications Committee without prior approval; however, if a comment or posting isn't immediately identifiable as slanderous, the moderator will notify the Communications Committee Chair via email of the content for a committee decision on its removal.

Members wishing to have content posted on one or more social media tools should email the content to the Social Media designee for posting.

The Social Media designee will review the content for appropriateness and either post or inquire further with the requestor and the Chair if in doubt.

If members find inappropriate content or comments bring it to the attention of the Social Media subcommittee?

FORMS USED:

Social Media Promotion Request Form – National Association for Court Management (nacmnet.org)