



PRSA Richmond Social Media Policy

Social media platforms, including but not limited to blogs, social networks, podcasts, streaming and online video, and RSS feeds, provide organizations ways to engage their stakeholders and establish a two-way dialogue. The Richmond Chapter of the Public Relations Society of America (PRSA Richmond) members and contractors use social media to nurture professional relationships with key stakeholders, better serve our members, understand and engage our critics and cultivate a network of individuals who support PRSA Richmond's mission and serve as brand ambassadors.

Therefore, professionals associated with PRSA Richmond should be aware of, and actively participate in, this growing source of information, interaction, feedback and ideas. These guidelines will likely evolve as PRSA Richmond continues and increases its presence in the social media landscape.

Engagement

PRSA Richmond's use of social media is increasingly important given the rapid evolution of these tools and our desire to stay relevant within our industry. Our chapter's participation in social media is designed to develop and enhance relationships with current members, future members and stakeholders involved in the public relations industry.

PRSA Richmond members and contractors are encouraged to explore all forms of social media and find the one(s) that best fit their roles/needs to engage our community of public relations and communications professionals as well as elevate our brand and image with the public.

Participation

Here are the guidelines to consider when participating in PRSA Richmond social media.

- PRSA Richmond adheres to the national PRSA Social Media Policy. A copy of the national policy can be found online at www.PRSA.org.
- It is important to keep in mind at all times that PRSA operates under a Code of Ethics and requires strict adherence to all applicable laws with respect to intellectual property (trademarks and copyrights), disclosure/confidentiality, defamation, harassment and invasion of privacy.
- Remember you are representing the public relations profession and our chapter. Your conduct should be consistent with our mission and strategic goals.
- You are solely responsible for the content you post. Because your words and actions reflect not just on you, but also on PRSA Richmond, please be thoughtful and conscientious with the content you publish. If you are expressing a personal point of view when discussing PRSA Richmond on social media outlets, it must be clearly stated that your comments or postings are strictly your opinions and do not necessarily reflect the official policies or position of PRSA Richmond.
- PRSA Richmond reserves the right in its sole and absolute discretion to decide how, where, when, and to what extent you may use and disseminate content through PRSA Richmond social media outlets. PRSA Richmond also has the right to remove content if it is inappropriate, improper under the PRSA Code of Ethics or fails to follow PRSA's branding and style guidelines.
- Exercise good judgment. Refrain from comments that can be interpreted as slurs, demeaning, insulting or inflammatory. Don't pick fights or use obscenities.
- Do not publish any confidential or proprietary information on a PRSA Richmond social media outlet.