

Temple Shalom of Central Florida (TSCFL) Temple Shalom & New Jewish Congregation

Social Media Guidelines

This document is intended to help guide TSCFL employees, independent contractors, volunteers, board members, members, and auxiliary organizations (hereafter referred to as “relevant parties”) with their personal use of social media and websites, including:

Networking sites (i.e. Facebook, LinkedIn) Blogs, wikis, online forums and message boards, (e.g. Twitter), Virtual worlds (e.g. Second Life) Photo and video sharing sites (i.e. Flickr, YouTube, Smug Mug) and Personal websites

As new forms of social media emerge, TSCFL will periodically update these guidelines.

Policies & Procedures

- Ensure that your social networking activity does not interfere with your work or workplace. Check with your manager if you have questions.
- When you participate in social media, you need to be careful about the information you provide and distinguish personal from organizational comments when referring to TSCFL.
- When using social media, be aware that existing temple policies apply, in particular, those pertaining to relevant parties’ privacy, Electronic Communications, Confidential Information, Standards of Behavior, Outside Contacts (Media, Law Enforcement and Regulators), Use of TSCFL Name and Photographs by External Organizations, Web Authoring, and Intellectual Property, either now in existence or in the future.
- Use your personal email address (not tscfl.org or other iteration) as your primary means of identification. Just as you would not use TSCFL stationery for a letter to the editor with your personal views, do not use a temple e-mail address to express your personal views.
- Consider your content carefully...a posting on the Web lives forever. Be respectful and professional. .
- Be clear that your posts reflect your personal opinion; you do not speak for the temple. Write in the first person (i.e. “In my opinion,” “I am not aware”). When your connection to TSCFL is apparent, be clear that you are speaking for yourself and not on behalf of TSCFL (e.g. “It’s my personal opinion”). In those circumstances, you may want to include this disclaimer: “The views expressed on this [blog; website] are my own and do not reflect the views of TSCFL.”
- If you mention TSCFL or related matters, disclose your connection with TSCFL and your role. Be professional and strive for accuracy in your communications.

- If your blog, posting or other online activities are inconsistent with, or would negatively impact TSCFL reputation or brand, you should not refer to TSCFL, or identify your connection to TSCFL.

Guidelines for Official TSCFL Use of Social Media

- The following material is designed to assist relevant parties who plan to create a social media account under the auspices of an official TSCFL entity. The information includes guidelines for appropriate use of social media, comments on best practices, sample layouts, and practical tips for getting started. (Please note that each TSCFL entity is solely responsible for developing and maintaining its own social media within adherence to these or future guidelines.) A new social media account must be approved by the President. The Communications Committee Chairperson will be consulted as needed.
- Include links to the TSCFL Social Media Guidelines and the TSCFL Privacy Policy in the “About Us” or other appropriate section of your social media.
- Any social media ventures that are tied to fundraising or are intended to promote fundraising must be approved by the President. The Communications Committee Chairperson will be consulted as needed.
- Any official posting of Temple Shalom of Central Florida must be approved by the President. The Communications Committee Chairperson will be consulted as needed.
- Adhere to all copyright and trademark regulations, including citations, royalties, permissions and other requirements for print, electronic, video, music (including that used in videos), and other content. (Please note that each TSCFL entity is solely responsible for developing and maintaining its own social media within adherence to these or future guidelines.)

Adopted by Board of Directors July 20, 2017

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