



Children and Family Urban Movement

SOCIAL MEDIA POLICY

Social Media

Definition: “Forms of electronic communication ([like] websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content ([like] videos)”

Reference: <http://www.merriam-webster.com/dictionary/social%20media>

Examples: Facebook, Instagram, Snapchat, Twitter, FourSquare, etc.

Facebook

Based on research involving best practices, CFUM has settled on the following parameters surrounding CFUM staff and volunteer interaction with youth on Facebook:

- 1) CFUM staff and volunteers should refrain from accepting or initiating “friend” requests using personal Facebook accounts with CFUM youth.
- 2) CFUM staff and volunteers should not communicate with CFUM youth through personal Facebook accounts.
- 3) CFUM youth may “like” the professional CFUM Facebook page in order to receive updates and view photos or videos posted to the page.
- 4) CFUM staff may have interaction with CFUM youth through the CFUM Facebook page at the discretion of the Executive Director and dependent on the need to reach them through this form of communication. Communication through a parent or guardian should always be the first course of action.
- 5) If a concern arises due to content seen on a CFUM youth’s personal Facebook page, the Executive Director should be immediately consulted about any potential future action taken.
- 6) Social Media Policy parameters may be adapted based on different program needs and qualifications. Final decisions are dependent on the Executive Director and Program Director’s discretion.

****Special Note: These social media stipulations are in place to not only protect the youth program participants but also the adult volunteers and staff members connected with Children and Family Urban Movement. For exception requests see the Executive Director.***