



Social Media Usage & Management Policy

This policy addresses the usage of social media on behalf of the organization's staff and select volunteers as well as the use of social media to provide case management for service recipients.

Basic Engagement

FOCUS seeks to provide a unified voice in all online interactions. The Volunteer Coordinate and Media Coordinator are the staff members assigned to monitoring update and post on organization's social media accounts.

FOCUS Ministries uses social media to highlight its own material, including programs, blogs, new content to the website, reports and other FOCUS Ministries resources. Posts from FOCUS Ministries will include at times content from trusted sources that promote outside or partnership resources. These include Knoxville area media outlets, nonprofit associations, nonprofit publications and incarceration and aftercare experts.

FOCUS Ministries has decided to be present in the following prioritized areas, in the frequencies mentioned as well.

- *First Tier* — Facebook: 3-5 quality posts a week highlighting photos, stories, stats, invitations, events, partner activities and investment opportunities.
- *Second Tier* — Instagram: 5-6 quality posts a week highlighting photos, stories, stats, invitations, events, partner activities and investment opportunities.
- *Third Tier* — Twitter: A platform that echoes other media postings.

Intent and Tracking

All interactions via social media sites are intending to point people to the FOCUS Ministries website for purposes of greater information, partnership, and donating. Tracking interactions and evaluating the success of media postings takes place on a regular basis. Success includes broader audience, greater awareness, and traceable follow-up.

Confidentiality and Restrictions

Employees shall not post confidential information on FOCUS Ministries and personal social media accounts. This includes financial information, legal matters, organizational internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes or methodologies, circulating rumors, colleagues or members personal information. Employees posting on behalf of FOCUS Ministries are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and take full responsibility for their communication.

In addition, employees of FOCUS Ministries shall represent themselves on personal media in a Christ-like, respectful, and social conscience manner. Such a manner includes staying clear of offensive material, antagonizing topics, polarizing political opinions, and/or specific denominational beliefs. In the unlikely event that an employee's social media posts extend into questionable areas, a face-to-face conversation will take place between the employee and the immediate supervisor.

Social Media & Case Management

Due to the nature of FOCUS Ministries' work with students and formerly incarcerated individuals, it is often that social mediums will be used for communication. These possibilities include text messages, Facebook Messenger, Instagram Personal Messages, and/or Twitter Direct Messages. Therefore, FOCUS employees take extra precautions to adhere to professional standards of communication at all times.

Practices & Restrictions

All text messages and public or direct messages on social mediums should be retained and even printed for record keeping and the purposes of individual case management. This is especially true when digital conversations lead to any mandated reporting topics. All employees should keep social media case-management conversations confidential, unless information demands mandated reporting.

All FOCUS Ministries Students, upon intake, will sign consent forms agreeing that all communications with the Transition Team are subject to review and can/often will be retained in personnel files for case management. Additionally, student consent forms give permission for the Transition Team to monitor and even direct alterations to a student's personal posts, online activity, or social media persona.

Opposite Gender Communications

FOCUS students may message a staff member or volunteer of the opposite gender for appointment scheduling or to share of personal victory in either a private or group message (testimonials must be student-initiated). Contacting the opposite gender via social media for counseling, relationship advice, unsolicited personal conversation, or inappropriate dialogue is prohibited. Staff members and key volunteers outside of the Team Team have also been encouraged to record and share any/all digital communications with students.

These guidelines have been made clear to all students through signed consent forms. Therefore, in situations where lines are crossed, students will be instructed to meet with the Transition Coordinator and receive appropriate disciplinary measures.

Printed Name _____

Title _____

Signature _____

Date _____