



Social Media Guidelines

Social Computing Guidelines: Facebook, Twitter and other social media platforms.

The KBA now has a Facebook page and a Twitter page. Facebook and Twitter are forms of social media. As with all other media issues and requests, Marsha Wilson will be the KBA staff member responsible for coordinating the KBA's presence on social media outlets.

The KBA's social media presence is intended to be a platform for the KBA to promote news and information of interest to members and the extended legal community.

Suggested Goals

- Encourage meaningful dialogue and information sharing
- Enhance the profession by taking advantage of technology
- Empower members and sections with tools to make their lives easier
- Protect the KBA brand
- Let users know what to expect from our social networking efforts

The KBA includes social media in its overall communications strategy to promote awareness about and utilization of its programs, to facilitate member-to-member engagement, and to provide an opportunity for the organization to listen to trends and concerns raised by the membership, lawyers generally, parties with special interests and issues regarding the administration of justice and the practice of law.

Definition:

Social media is media designed to be disseminated through social interaction, created using easy-to-learn publishing techniques. While social media can be used to easily broadcast (one-way) content to audiences, what sets it apart is the ease with which the audience can interact with that content.

Using social media:

Social media efforts easily and inexpensively allow an association to interact with its members and the public and can facilitate member-to-member dialog. Social networks-- such as, but not limited to, blogging, microblogging (Twitter), networking sites (Facebook, LinkedIn), podcasts and other media (YouTube) -- offer opportunities for outreach, information sharing and interaction.

Guidelines for social networking:

Individuals responsible for managing the KBA's social media sites, including staff and volunteers, are expected to represent the organization and the legal profession well and to exercise good judgment at all times, as are individuals who engage in any way on those sites. These guidelines do not extend to use of personal social media in a way that is not identified with the KBA. At a minimum, individuals on the KBA's social media platforms are expected to:

- **Be responsible.** Carefully consider content; what you publish will be widely accessible for some time and, in some cases, indefinitely. All statements must be true and not misleading or slanderous. Do not post information about yourself or others that might reasonably be expected to be private in nature.
- **Be known.** Use your real name and, if relevant, your role or interest in the topic being discussed. When necessary, make it clear that you are speaking for yourself and not on the organization's behalf.
- **Be civil.** While it is acceptable to disagree with others, comments should not include defamatory, libelous, or damaging language. The use of abusive, threatening, offensive, obscene, explicit, or racist language is strictly prohibited, as is the posting of illegal material. KBA staff members and Executive Director Marsha Wilson remain empowered to block abusive users and/or remove inappropriate content.
- **Be relevant.** Information adds value to a conversation if it contributes to the legal community's knowledge or skills, improves the legal system or the public's understanding of the legal system, or builds a sense of community.
- **Be legal.** Always give proper credit for work contributed by others. Be sure you have the right to use material before publishing. Do not use any material that may be proprietary in nature.
- **Be ethical.** Follow all professional and ethical rules governing the disclosure of information shared with you by clients or others. When in doubt, leave it out.
- **Be apolitical.** Political activities including but not limited to endorsements or advocacy are inappropriate on the KBA's social media platforms unless they reflect an approved position of the organization.
- **Be professional.** While it is the intent of the KBA to use its own social media platforms to promote its programs and services, marketing or advertising by individuals, entities, or organizations is inconsistent with social media's primary purposes of generating dialogue and information exchange. Do not solicit the use of online testimonials that refer to the KBA or its services, unless there is specific approval from the KBA Executive Director. In the rare circumstance where testimonials are used, never sponsor testimonials unless the testimonial is transparent about the sponsor's relationship with the commenter. If someone is receiving any form of compensation or inducement from the KBA in connection with their statements, the existence of such a relationship must be disclosed within the specific post/content.

The KBA staff and Executive Director Marsha Wilson will actively monitor all of its social media sites and take appropriate action to enforce these guidelines.