

Effective Date:
DRAFT New POP

Social Media

Purpose

The purpose of this document is to describe the way in which the Communications Committee will function to manage the Guild's presence on social media.

Authority/Relevant Documents

Authority and relevant documents are as follows:

Policies and Operational Procedures: Finances, General Committee Information, Communications Committee, Organizational Details

Policies

I. General Policy Statements

- A. The guild's social media page(s) are the online presence of the Olympia Weavers Guild.
- B. The purpose of the guild's social media presence will be to promote the mission of the guild in a manner appropriate to an online forum, i.e., to share information, techniques, and inspiration about the textile and fiber arts.
- C. The guild's social media will not include any posts of a political or religious nature.
- D. The Social Media Manager will be responsible for the content of the guild's social media page(s) and will ensure that:
 1. Backup administrator access to social media page(s) will be established and maintained.
 2. Posts by backup administrators are reviewed to ensure that they are compliant with guild social media guidelines.
 3. Any post featuring photos of guild members and/or guild member projects are compliant with the guild's photography policy.
 4. Non-compliant posts are deleted.
- E. The following topics are acceptable for guild social media posts:
 1. Educational information about weaving, spinning, basketry, felting, knitting, crocheting, surface design or other textile/fiber arts.
 2. Virtual showcase of guild members' completed projects.
 3. Information about guild meetings, programs, workshops, and other guild activities.

4. Social media posts from other weaving, textile or fiber arts guild that have relevant content.
5. News about textile/fiber arts related activities such as county fairs, fiber festivals, conferences, classes, events, etc.
6. Sharing content from merchants who support the Olympia Weavers Guild via advertisements in our annual yearbook.

Procedures

I. How to Post Material

- A. If you wish to post on a one-time basis only, contact the Social Media Manager, who can facilitate the process for you.
- B. If you wish to post regularly, contact the Social Media Manager and request approval as a backup administrator.
- C. Social Media Manager will verify that applicants are aware of the guild's Social Media Policy.