PEAC Social Media Policy

Approved November 17, 2020

The Board of Directors shall have at least one designated board member who takes the lead on social media. The goal should be at least one social media post/week.

Social media “credentials” shall be stored with other key information.

Each PEAC board member is encouraged to leverage their networks, including online e.g. Facebook, Twitter, to advance PEAC’s mission. This includes contributing ideas for social media posts and sharing PEAC’s postings and retweeting.

Board members who are on Facebook should become a “fan” of PEAC’s Facebook page and a “follower” of PEAC on Twitter.

PEAC will have at least one Facebook fundraiser/year (e.g. Giving Tuesday). Board members are encouraged to use Facebook fundraisers to commemorate birthdays and other significant events

Appropriate posts include announcements of upcoming events sponsored by PEAC or one of its partner organizations; information including research and other articles about topics related to PEAC’s mission; information about products and services that promote or facilitate inclusion; celebration of accomplishments of PEAC board members, etc.

While there may be commercial products and services worthy of sharing because of the role they may play in advancing PEAC’s mission for people with disabilities and their families, posts about these products and services shall be accompanied with a disclaimer “this is not an endorsement; for informational purposes only”. Where a third party posts on PEAC’s page regarding commercial products and services, said posts should be deleted and as appropriate, reported to Facebook.

Products and services from which PEAC board members may profit are to be carefully considered before posting. As appropriate, a disclaimer acknowledging the PEAC board member’s involvement should be noted.

All images should be described.