



*In the spirit of promoting health and wellness, The Community Wellness Council offers this guidance when engaging on any Community Wellness Council social media pages.*

### **Social Media Response Guidelines**

- Keep your comments pertinent to the post and respectful to others who are engaging the content.
- Use language that is inclusive, family-friendly, that helps build communities, and does not cause harm.
- Refrain from political campaigning or promoting. The CWC does not participate in political activities as a non-profit.
- Be receptive to CWC's social media administrator feedback. You can always send a private message to the page if you have questions as to why your comment or post was removed.

### **Comments/posts can be removed for the following:**

- Derogatory remarks.
- Political advertising or promotion.
- Comments or posts that are racist, sexist, or disparaging of a population.
- Off topic or unrelated comments to a post.
- Content that does not fit the spirit of the Community Wellness Council.



## **Social Media Campaign Guidelines for release by CWC on CWC Website/Facebook and other Social Media:**

Social Media Campaigns (opinion/perception based) released/displayed on the CWC website/Facebook page or other social media accounts, but created by an outside entity (DOH, OSAP, DWI Program, Municipality, etc..) be required to have a notice of that entity included on it.

Sample: This Social Media campaign was sponsored and created by: \_\_\_\_\_ as a partnering agency but does not constitute an endorsement or representation by the CWC. Views and opinions do not necessarily reflect the CWC or any of its officials or membership.

In addition, in alignment with evidence-based prevention practices: Social Media Campaigns should be vetted and refined through a number of different focus groups by the group(s) for which the media is intended for input prior to release. This is an extensive process.

In addition to the above sponsorship notice, the fact that the media has undergone a vetting/refining process through focus groups can/should be noted: This Social Media Campaign, sponsored and created by: \_\_\_\_\_ underwent \_\_\_\_ (number) of focus groups which included:

- o high school youth between 9<sup>th</sup>-12<sup>th</sup> grades
- o senior citizens: \_\_\_\_\_
- o general community member(s) from Valencia County.
- o Other: \_\_\_\_\_

The CWC Board should be made aware of the materials being released prior to their release. Whenever possible, the media should only be released to the populations targeted for messaging; otherwise, unintended responses to the media could outweigh the potential gains intended by the media's release.



Day to day posts by coordinators of CWC activities and aligned community events that support our priorities may be posted and should avoid religious, political content.

Ratified on Dec 3rd, 2021

Chair

A handwritten signature in blue ink, written between two horizontal lines. The signature is cursive and appears to read "Christine".