



COMMUNITY FOUNDATION OF LOUISVILLE

SOCIAL MEDIA POLICY

In the interest of making our social media venues including our website, Twitter, Facebook, YouTube, among others a helpful experience for everyone, we have established a few rules and expectations for being on our online properties. Failure to follow these rules may result in your posts or comments being taken down by our administrator. If you have any questions regarding these policies, please feel free to contact us at 502.585.4649.

- 1) **We welcome your questions about our various financial and grant making tools. However, for your safety and ours, we will remove any post that reveals your individual financial or contact information.** If you'd like to have some specific questions answered, please feel free to pick up the phone and call us at 502.585.4649. We will get back to you quickly.
- 2) Any posts, pictures, tweets, videos or questions you place on our website, our Facebook, Flickr, You Tube, Twitter or other social media streams are considered the **copyrighted property of the Community Foundation of Louisville** and can be used again in our other marketing materials or online.
- 3) Any personal contact information you provide to us will be gathered to create our mailing list for future communications. However, **we will not share your data with our grant recipients or any other outside party.**
- 4) The Community Foundation **reserves the right to edit or remove your posts** if they:
 - verbally harass, demean or slander other members of our online community, or the Community Foundation itself;
 - use ethnic slurs, personal insults, obscenity, or other offensive language;
 - discuss matters that aren't relevant to the mission of the Foundation;
 - plagiarize other writers or websites without a link back to the original post;
 - post the same message multiple times;
 - post chain letters;
 - post promotions or self-promotional items;
 - offer personal contact information for yourself or others in a public in a post or comment;
 - reveal your personal financial information or the financial information of others.
- 5) **People who post or comment on our website or social media properties are legally responsible for their opinions, comments or content.** Individuals can be held personally liable by third parties for any commentary deemed to be defamatory; obscene; proprietary to, or owned by, others; or libelous to the Community Foundation, its suppliers/partners or any other person or entity. For these reasons, those who post should exercise caution with regard to exaggeration, colorful language, guesswork, obscenity, materials used in content,



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conclusions, images and/or video, and derogatory remarks or characterizations. In addition, those who post should at all times be mindful that, given advances in technology, opinions, comments or content will remain public, and will be archived, stored and retrievable, indefinitely.

- 6) If you are employed by a donor or a grant recipient organization, and are posting on their behalf on any of our online properties, **we ask that you properly identify yourself**, so that you are not mistaken for a third party endorser.