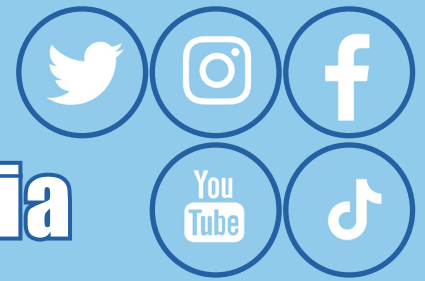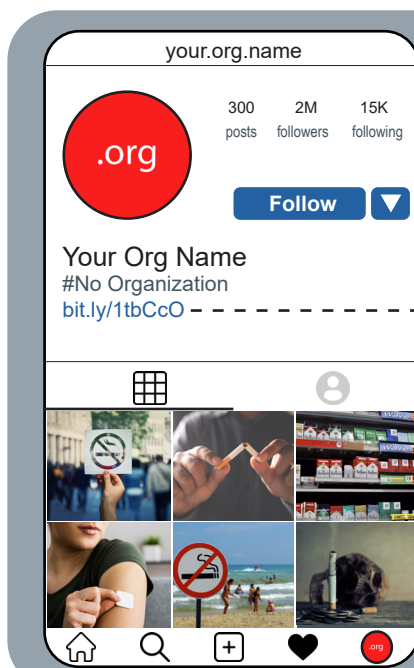# How to Establish Posting Standards on Social Media

If your organization is active on social media platforms, consider the following management practices to ensure that the public is aware of your expectations for content shared on your profile or page.

CREATE AND ENACT A POSTING POLICY

▶ Determine what kind of comments will NOT be tolerated on your page.

hate speech or profanity

personal attacks

marketing or selling products

copyright infringement

nudity

▶ Compose a statement listing the type of inappropriate posts that will not be tolerated on your page and state the corrective action it will result in (see example below). If the platform does not provide sufficient space on your profile or page, consider hyperlinking your policy to a webpage or an uneditable PDF document as seen in the Instagram example below.

your.org.name

.org

| 300 posts | 2M followers | 15K following |

Follow ▼

Your Org Name
#No Organization
bit.ly/1tbCcO

EXAMPLE

Comments will be removed if they contain:

- Hate speech
- Profanity, obscenity or vulgarity
- Nudity (in post or profile picture)
- Defamation to or of a person/group of people
- Name calling or personal attacks
- Copyright infringement
- Spam (posting the same comment repeatedly)

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POST A DISCLAIMER ON YOUR PAGE

▶ Before writing, determine the most effective type of disclaimer that you should use. Below are a few relevant examples for your consideration.

Views Expressed

Informs readers that the views, thoughts, and opinions expressed belong solely to the author.

No Responsibility

Prevents your business or organization from being held responsible for damages that arise from using your website or application.

Errors and Omissions

Informs readers that a website may have inaccurate information, and it is not to be held liable for damages because of these errors.

▶ When your diclaimer is ready, post it somewhere easy to find. Below is an example of a "Views Expressed" disclaimer on a mock Facebook page.

.org
Your Org Name
#TobaccoControl Organization

Send Message

Home   About   Donate   Photos   More ▾

👍 Like   🔍   ...

About   See All

ⓘ

.org **Your Org Name**
5 h · 🌐

If you're ready to quit smoking, support is just one phone call or text away! Call 1-800-QUIT-NOW or Text "QUIT" to 47848.

EXAMPLE

• "Posted comments and images do not necessarily represent the views of [org name]. External, non-[org acronym] links on this site do not constitute official endorsement on behalf of the organization and are subject to being removed if not appropriate. While we encourage our followers to share thoughts and opinions on the [org name] Facebook page, we expect that this will be done in a respectful manner."

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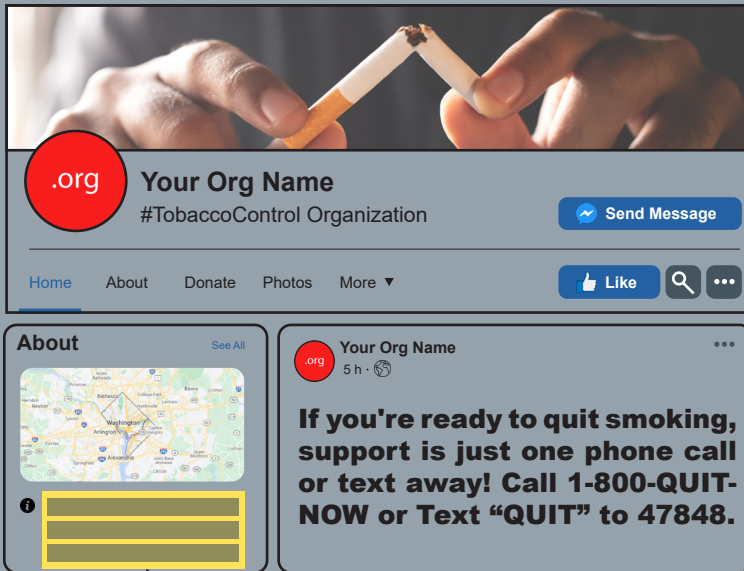
DEVELOP A RESPONSE PROTOCOL

▶ Anticipate the type of comments you might receive on your page and determine a course of action.

"My dad died from smoking two years ago, so your work is very close to my heart. Thank you for what you're doing."

"I own one of two liquor stores in my neighborhood and cigarette sales have kept food on the table, a roof over my head, and a job to come back to. Why would you want to take this away from people like me?"

"Your organization is full of $#&! and is robbing us of our free will. Get a life!"

"The idea of a tobacco-free generation is so stupid. Why do you even care what we do?"

"I want to quit smoking. Can you help?"

Comment Category

POSITIVE	NEUTRAL	NEGATIVE
Comments that... • are positive or supportive • are based on personal experiences • request support	Comments that... • challenge the validity of a post or your org's intentions • are from disgruntled tobacco users or business owners • borderline violate your org's posting policy or could be interpreted as inappropriate	Comments that... • threaten your organization, employees, or partners • contain inaccurate information generated by your organization

How to Respond

POSITIVE	NEUTRAL	NEGATIVE
Respond with... • "Like" comment • empathetic message or "thank you" • information/resources	Respond with: • clear and acurrate information correcting misinterpretations • emphathetic tone • private messages to explain violations • "Hide" comment	Respond with: • "Hide" comment • incident report to social media platform; internal communications or media team; third parties involved; law enforcement

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