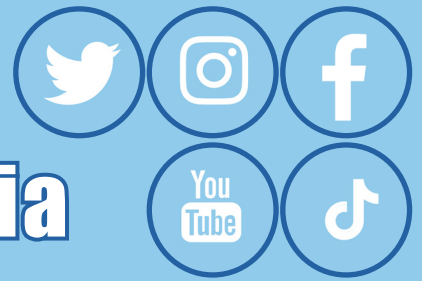


How to Establish Posting Standards on Social Media



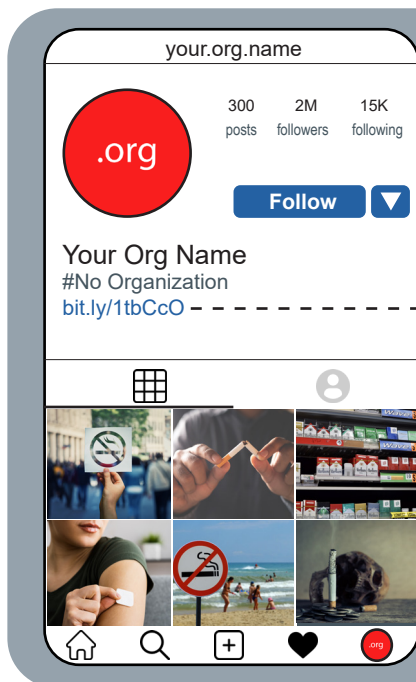
If your organization is active on social media platforms, consider the following management practices to ensure that the public is aware of your expectations for content shared on your profile or page.

CREATE AND ENACT A POSTING POLICY

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



► 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.



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)

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 disclaimer is ready, post it somewhere easy to find. Below is an example of a “Views Expressed” disclaimer on a mock Facebook page.

The mock Facebook page shows a profile for 'Your Org Name' with the hashtag #TobaccoControl Organization. A post from 5 hours ago contains the following text: **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.** The post also includes a map in the 'About' section and a 'Send Message' button.

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.”

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!"

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

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

Comment Category

POSITIVE	NEUTRAL	NEGATIVE
<p>Comments that...</p> <ul style="list-style-type: none"> are positive or supportive are based on personal experiences request support 	<p>Comments that...</p> <ul style="list-style-type: none"> 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 	<p>Comments that...</p> <ul style="list-style-type: none"> threaten your organization, employees, or partners contain inaccurate information generated by your organization

How to Respond

<p>Respond with...</p> <ul style="list-style-type: none"> "Like" comment empathetic message or "thank you" information/resources 	<p>Respond with:</p> <ul style="list-style-type: none"> clear and accurate information correcting misinterpretations empathetic tone private messages to explain violations "Hide" comment 	<p>Respond with:</p> <ul style="list-style-type: none"> "Hide" comment incident report to social media platform; internal communications or media team; third parties involved; law enforcement
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