

Umbrella Booster Club Social Media Guidelines



For 501(c)(3) Nonprofit Organizations

Purpose

These guidelines are designed to ensure all social media activity by the Umbrella Booster Club aligns with our mission, values, and legal obligations as a 501(c)(3) nonprofit organization. These guidelines aim to create a positive and consistent brand image, protect our organization's reputation, and ensure compliance with relevant regulations.

General Best Practices

- **Be Respectful:** Maintain a positive and respectful tone in all communications. Avoid offensive, discriminatory, or harassing content.
- **Be Accurate:** Verify information before posting. Correct any errors promptly.
- **Be Transparent:** Clearly identify yourself when posting on behalf of the Umbrella Booster Club.
- **Protect Privacy:** Do not share personal information (e.g., addresses, phone numbers) of members, donors, or beneficiaries without their explicit consent.
- **Use High-Quality Visuals:** Use clear, high-resolution images and videos that are relevant to our mission.
- **Engage Actively:** Respond to comments and messages promptly and professionally.
- **Stay On Brand:** Adhere to the club's branding guidelines for logos, colors, and messaging (see Branding & Messaging section).

What Not to Post

- **Political Endorsements:** As a 501(c)(3) organization, the Umbrella Booster Club cannot endorse or oppose any political candidate or party.
- **Private Information:** Do not share sensitive information such as financials, or internal discussions.
- **Offensive Content:** Do not post content that is libelous, defamatory, obscene, or threatening.
- **Copyrighted Material:** Do not use copyrighted material without permission.

- **False or Misleading Information:** Do not spread rumors or unsubstantiated claims.
- **Confidential Information:** Do not disclose confidential information about the organization, its members, or beneficiaries.

Fundraising & Promotion Rules

- **Be Clear and Accurate:** Provide clear and accurate information about fundraising campaigns, including the purpose of the funds, how they will be used, and the donation process.
- **Transparency:** Disclose all relevant information about fundraising events (e.g., dates, locations, ticket prices).
- **Thank Donors:** Acknowledge and thank donors promptly and publicly (with their permission).
- **Follow Regulations:** Ensure all fundraising activities comply with applicable state and federal regulations.
- **No Guarantees:** Refrain from making unrealistic promises or guarantees about the outcomes of our activities.

Account Management

- **Authorized Users:** Only authorized members of the Umbrella Booster Club can manage the organization's social media accounts.
- **Password Security:** Keep passwords secure and change them regularly.
- **Consistent Monitoring:** Regularly monitor accounts for comments, messages, and mentions.
- **Content Calendar:** Utilize a content calendar to plan and schedule posts in advance.
- **Approval Process:** Implement an approval process for all posts to ensure compliance with these guidelines.

Branding & Messaging

- **Logo Usage:** Use the official Umbrella Booster Club logo consistently across all platforms.
- **Color Palette:** Adhere to the organization's color palette.
- **Messaging:** Communicate the organization's mission and values clearly and consistently.
- **Tone:** Maintain a professional, positive, and engaging tone.
- **Storytelling:** Share compelling stories that highlight the impact of our work.

Final Tip

Remember, every post reflects on the Umbrella Booster Club. Think before you post, and when in doubt, seek guidance.