



ZONTA
INTERNATIONAL

DISTRICT 9 | AREA 5

EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

Guidelines For Use of Social Media

Zonta Area 5 Meeting

April 24th 2021

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Zonta Club of Casa Grande Valley



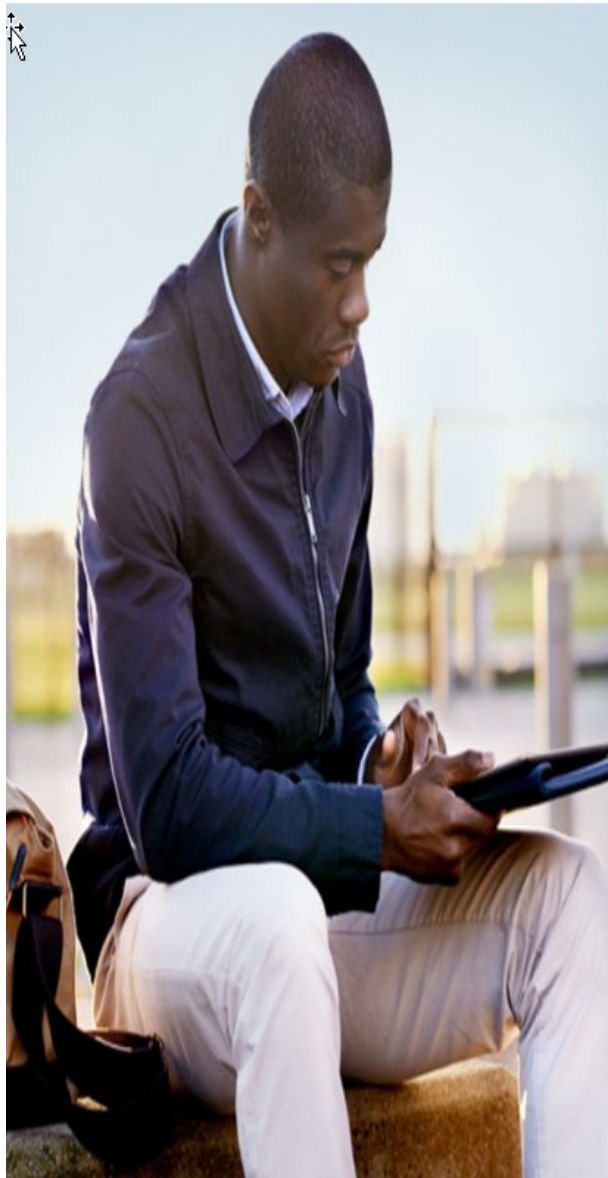
Defining Social Media Platforms and Channels

First how do we define social media platforms?

Social media platforms are online communication vehicles that have the ability to engage in a two way discussion on a platform or across platforms and where that discussion can be seen by other users of the platform or by the general public

- Consumer social networking platforms for example (Facebook, Instagram)
- Social messaging platforms (for example Snapchat, WeChat)
- Professional social networking platforms (for example LinkedIn)
- Websites with comment or rating functions, message boards or chat rooms
- Blogs and microblogs (for example Twitter, Tumblr)
- Video social networking platforms (for example, YouTube, periscope)
- Wikis (for example Wikipedia)
- A social media channel is a specific account on a social media platform that has an owner or host





Social Media Has Unique Characteristics

What makes social media account whether they are personal or professional unique

There are several ways in which social media is different from other communication vehicles. It's important to understand what they mean when communicating about Zonta either through your club social media accounts or your personal social media accounts



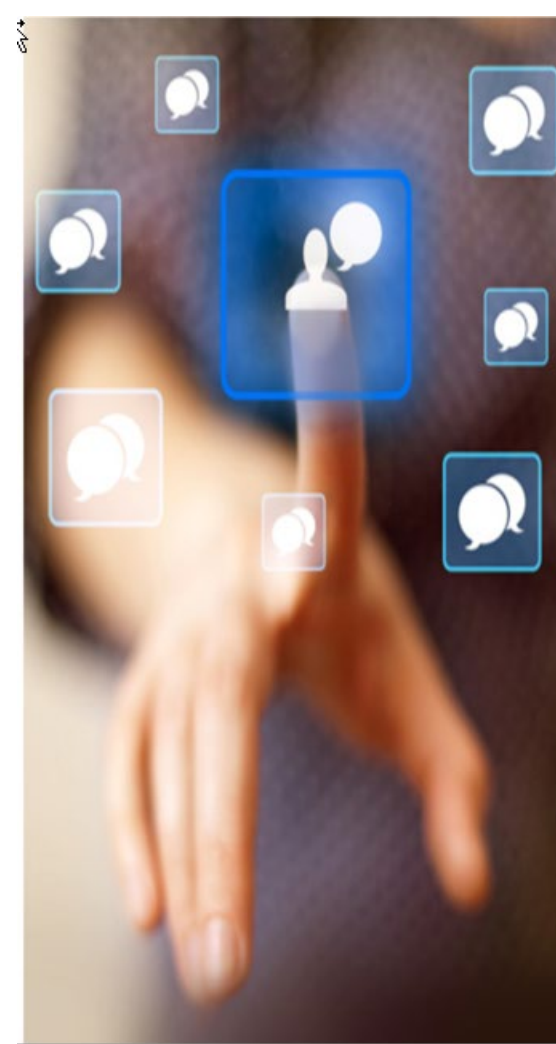
Participation: A Hallmark of Social Media

First social media is meant to be participatory

User Generated Content (UGC) in particular commenting is a hallmark of Social Media is designed so that people talk to each other and participated in an online dialogue. Others can see this activity and join in the conversation if they choose

As members of Zonta that means that when you talk about Zonta on your personal social media accounts others can share or comment on what you say

This created an opportunity for more authentic interactions with others but also means that we have less control over what is said seen read or heard.



Participation The Expected and the Unexpected



Example 1: The Expected

This was probably the type of participation you expected from other users when you shared a picture of yourself volunteering at Week of Possibilities. Your friends "liked" it and some even commented on how impressed they were with AbbVie and with you.

Note: Examples take from Abbvie Employee training



AbbVie Retweeted



Marie Noble @RamseyLisa · Jun 22

Rain can't stop the volunteers at Carman Buckner School in Waukegan #AbbVieGivesBack @kaboom #playmatters @abbvie



Participation The Expected and the Unexpected



Example 2: The Unexpected

Ouch! This may not be what you expected when you shared a post about the company's earnings. You were proud of our performance, but others used your post to shift the conversation to pricing.

Note: Examples take from Abbvie Employee training

The screenshot shows a tweet from AbbVie dated April 21, 2016, reporting Q1 2016 adjusted EPS of \$1.15, a 22.3% increase over Q1 2015. The tweet includes a graphic with a purple arrow pointing up and the text 'Q1 2016 EPS = 22.3% over Q1 2015'. The tweet has 48,088 retweets, 40 replies, and 1,260 likes. A comment from Bob Jones is visible, stating: 'Yeah, making money on the backs of Humira patients who are paying more and more for their medicine!'. Below the tweet, a retweet by Jane Doe is shown, which is the tweet itself. At the bottom, there are 12 retweets and 5 favorites.

48,088 40 1,260

Bob Jones commented
Yeah, making money on the backs of Humira patients who are paying more and more for their medicine!

Reply Retweet Favorite Storify More

Jane Doe Retweeted
A good quarter for AbbVie

AbbVie @abbvie Apr 21
We reported Q1 2016 adjusted EPS of \$1.15, up over 22% \$ABBV
See full results: [ow.ly/4nc20K](#)

Q1 2016 EPS = 22.3% over Q1 2015
abbvie

12 RETWEETS 5 FAVORITES

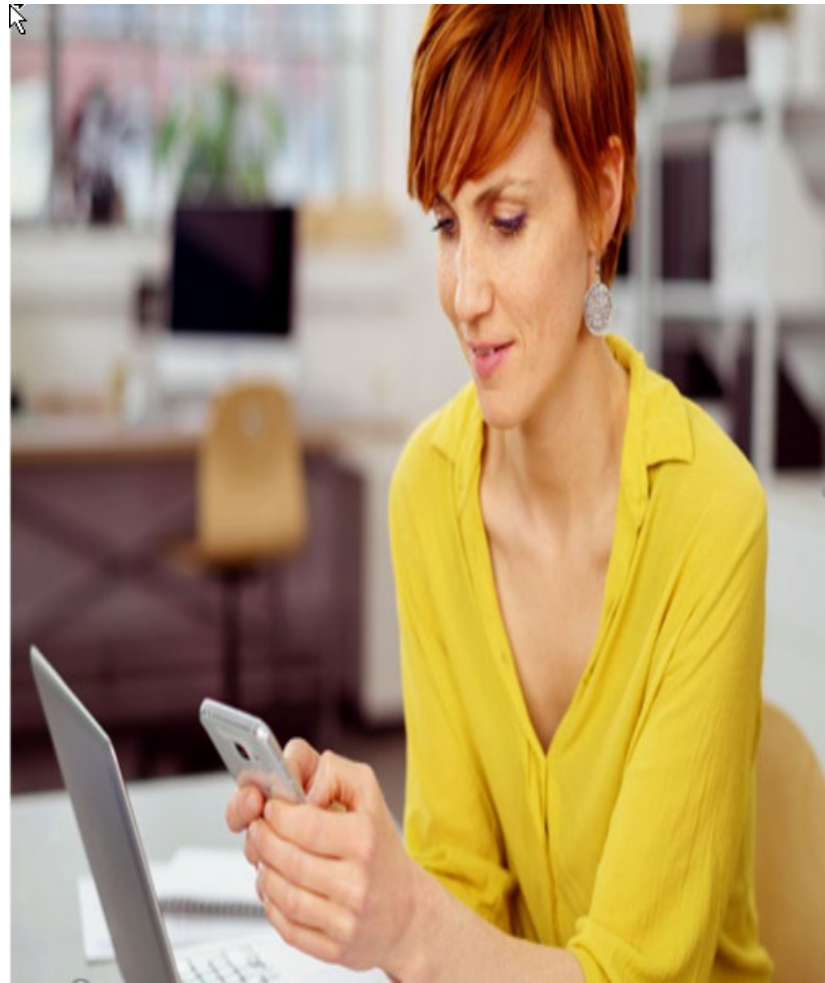


Social Media is Not Private

Second, Social media is not private and can blur the lines between personal and professional lives

Our social media content can move easily beyond its intended audience. It's important to keep in mind that a message you post on one of your personal social media accounts which is intended for personal contacts may also be visible to many individuals and organizations

Zonta International is a non-partisan, non-sectarian organization. Care needs to be taken when posting on your personal account or adding to content on club accounts.



Example Personal and Professional (Zonta)

The example at left can provide mixed messages. This individual is using the zonta club logo as their profile picture.

The picture in the post is of a political party candidate and the post comment appear to support the candidate.

The could give the message that Zonta is supportive of this candidate which is in direct conflict with the Non-Partisan standing of Zonta International.





Social Media is Nearly Permanent

Third content on social media quickly develops permanency

Once information is published and shared on social media it becomes nearly impossible to remove and can be viable and retrievable for a long time. Therefore it's especially important to use careful judgement when communicating on these platforms.



Example Deleted Posts Live On

If you change your mind about putting something on social media, deleting it doesn't change the fact that other users may have already seen or even shared the content. That content is off and running and you are no longer able to chase it down.

The dynamic affects all social media users. Just look at the Twitter conversation on the right. In this exchange, Tesla CEO Elon Musk shared company information on social media, reconsidered and deleted his Tweet. However, even though he removed it from his Twitter feed, many people read about his Tweet in the news or saw it as a screenshot- and it can still be seen in this course.

Remember, deleting content may not permanently erase it from social media.



Finally when posting
on social media
Keep in mind
What is the intent of
your post?
What is the meaning
you are intending to
convey?
How could the
content be perceived
by others?







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