

Manchester Area Human Resources Association

Social Media & Video Policy

Purpose:

The board of directors of the Manchester Area Human Resources Association (MAHRA) has collectively agreed to utilize certain social media avenues and the use of videos to increase membership, event participation, share local information, and inform HR Professionals of trends and legal updates. The board of directors for MAHRA has selected several avenues for us to be actively engaged; however, this policy does not limit the use of social media to other media formats in the future.

Where to find MAHRA on social media:

Twitter www.twitter.com/manchhra

Facebook www.facebook.com/pages/Manchester-Area-Human-Resources-Association/132416620163382

LinkedIn <http://www.linkedin.com/groups?home=&gid=2337979&trk=anet ug hm>

Videos <http://www.mahra.org/fm/media/>

Use:

We encourage all of our members, including board members to actively participate in social media on the behalf of MAHRA by commenting, following, liking us, replying , and by sharing of information. Our videos will be produced by the board of directors or within conjunction of others as determined by the board of directors. Videos can be shared from our website directly, from within social media, or even other marketing activities directed by the board of directors. The “Voice of MAHRA” will be the responsibility of the Social Marketing Director, President of MAHRA, and the board of directors.

Relevant content will be produced as determined by the Social Marketing Director, President of MAHRA, and/or the board of directors. All current and future content of the “Voice of MAHRA” will be reviewable and approved prior to publishing. For some circumstances, a board vote may be necessary prior to final approval. All members are encouraged to contact the Social Marketing Director for any materials that wish to be the “Voice of MAHRA”, such as committee work or work directed by the board of directors on the behalf of the association.

Additional Information on Videos: MAHRA’s use of videos includes an implied consent to participate as members, this includes, members that participate in videos produced by MAHRA, directed by the board of directors, or have approved distribution by other organizations such as Society of Human Resource Management (SHRM), the NH State Council, and the Student Chapter of MAHRA. MAHRA is committed to respecting the right to not be included in such videos; however, under circumstances where this is not possible, all efforts will be taken to limit the exposure. Implied consent also pertains to non-members such as guest, speakers, and those that maybe in the background area. All current and future videos are subject to the Social Media & Video Policy.

Frequency:

The Social Marketing Director will be responsible for ensuring that MAHRA has an active voice on the social media channels and videos. The Social Marketing Director will determine actual frequency of engagement, which will also include responding to questions or sharing information with the President of MAHRA and/or board of directors for request which may require approval.

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Restrictions:

MAHRA's purpose of social media and videos is to increase membership, event participation, share local information, and inform HR Professionals of trends and legal updates. MAHRA encourages all members to participate and MAHRA is committed to limiting the restrictions.

We ask that the members posting to our sites are open and honest. Should a member have concerns with MAHRA itself or anything related to MAHRA, MAHRA encourages the member to address the concern with a member of our board to ensure we have the opportunity to address it directly. Members that participate in ways that are restricted or contain information as outlined below will be subject to removal from MAHRA's Social Media Groups and Videos.

MAHRA is committed to not deleting any comments unless they are restricted by law or contain any of the following information:

- Copyrighted materials
- Nudity
- Profanity
- Confidential/proprietary information
- Information that offends our membership and is deemed by the MAHRA's Social Marketing Director, MAHRA's President, and/or the board of directors to be inappropriate

In summary, our rules for social media and videos are:

- Treat others as you would like to be treated.
- Add value to your consumers, your industry, and your business.
- Be respectful, professional, and courteous.
- Provide insight, expertise, and relevant conversation.
- Communicate ethically and morally in support of your professional goals.

Definitions:

- **Members** include MAHRA Members and Non-Members that have decided to participate in MAHRA's Social Media groups and videos.
- **Social Marketing Director** – Elected Board position of MAHRA
- **President of MAHRA** – Elected Board position of MAHRA
- **Board of Directors** – Elected Board positions of MAHRA

Subject to Change:

MAHRA's Social Media and Video Policy are subject to change as determined by the Board of Directors. The most recent copy of the Social Media and Video Policy can be found on MAHRA's website.

Questions:

All questions pertaining to MAHRA's Social Media and Video Policy can be directed to the Social Marketing Director, who can be found under our listing of Board Members on MAHRA's Website.