

Idaho State Bar and Idaho Law Foundation Social Media Policy

1. Introduction

“Social media” is a term commonly given to websites and online applications which allow users to interact with each other by sharing information. Social media involves the creation of communities or networks which encourage participation by its members. Examples of social media sites include blogs, message boards and social networking sites such as Facebook and LinkedIn.

The growing use of social media has the potential to open up new ways for groups within the Idaho State Bar and Idaho Law Foundation (ISB/ILF) to communicate with their members about upcoming meetings, continuing legal education programs and social events, and will help build a stronger sense of community in the digital age. In order to maintain the professional nature of digital communication related to the ISB/ILF, the use of social media by the ISB/ILF, its Practice Sections, committees and other sub-groups is governed by the standards and guidelines outlined in the Idaho State Bar/Idaho Law Foundation Electronic Communications and this policy.

The content distributed via the ISB/ILF social media sites aligns with the respective organizations’ mission, vision and goals. As such, the following standards and guidelines apply to all official and affiliated social media entities, including but not limited to programs, departments, Practice Sections, committees, and other sub-groups. Additionally, all content will align with the goals, methods, processes, and evaluations outlined by an internal social media strategy.

For the purposes of this policy, “administrator” refers to any individual formally designated by the ISB/ILF to maintain official or affiliated social media sites. Likewise, “user” refers to all other individuals or entities not formally designated by the ISB/ILF as an administrator. For the purposes of this policy, an “official” social media site is one bearing solely the name “Idaho State Bar” or “Idaho Law Foundation.” For the purposes of this policy, an “affiliated” social media site is one which represents a Practice Section, committee or other sub-group, yet uses an official Idaho State Bar or Idaho Law Foundation logo, name, or other similar affiliation. I.e. “Idaho State Bar Young Lawyers” Facebook page.

Due to the rapidly changing nature of social media, the ISB/ILF reserves the right to revise this policy as needed at any time. The current version of this policy will be made available to all users on the Idaho State Bar’s Communications & Public Relations webpage.

2. Management, Administration & Maintenance

“Management” refers to internal processes such as strategy creation, goal setting, and report analytics. “Administration” refers to the application of these internal processes to the social media sites themselves, such as content selection, post scheduling, and collaborative interaction. “Maintenance” refers to the real-time attention given to each social media site to ensure the social media environment abides by the principles and guidelines set forth in this policy, such as comment responses, private message responses, and user filtering.

The Management, Administration and Maintenance of all ISB/ILF official social media sites are the responsibility of the Member Services staff. The Management, Administration and Maintenance of all ISB/ILF official social media sites is done through our designated platform unless otherwise deemed necessary.

The Management, Administration and Maintenance of all ISB/ILF affiliated social media sites are the responsibility of whoever is the designated administrator of such sites. In the event an administrator is not formally designated, the Member Services staff may assume these responsibilities or reserve the right to request the deletion of any unattended sites.

The Idaho State Bar's social media sites, both official and affiliated, are subject to the Idaho Public Records Act. A post, comment, message, or any other digital interaction by a user that asks the Idaho State Bar to provide public records will not be considered a public records request. All social media content is retained for three years.

3. **Procedures**

All administrators and users shall follow the procedures below, when applicable.

1. **To request a post be made/content be distributed.** A written request will be sent via email to the Member Services staff. If approved, the post/content will be scheduled subject to availability.
2. **To request the creation of an official and/or affiliated social media site.** A written request will be sent via email to the Idaho State Bar Deputy Executive Director, including representative entity (i.e. Practice Section, committee or sub-group), its proposed administrator, and site's intention. If approved, the social media site will be created by the Member Services staff and assigned to the designated administrator, if applicable.

4. **Principles**

All administrators and users will adhere to the following principles of content and conduct as they relate to all ISB/ILF official and affiliated social media sites.

1. **Be professional.** Remember that as an administrator you are representing the ISB/ILF and your Practice Section, committee or other sub-group. As a user, you will be expected to conduct yourself in a professional manner.
2. **Be responsible.** You are responsible for the content you post. Content that is posted on the site must be relevant to the ISB/ILF and consistent with the Electronic Communications Policy.
3. **Be credible.** Ensure content is accurate and thorough. If you make a mistake, quickly correct it by either providing updated information or, when appropriate, editing a previous post to make it clear you have corrected an error.
4. **Be civil and respectful.** Defamatory, libelous, or damaging language will not be tolerated. Do not use abusive, threatening, offensive, obscene, explicit, racist, or sexist language. Any content that is not consistent with this guideline is subject to deletion.

Any administrator or user who fails to comply with these principles may forfeit the right to interact with any of the ISB/ILF official or affiliated social media sites.

5. **Guidelines**

All administrators and users will follow the guidelines below. For the purposes of Section 5, "site" refers to any official or affiliated ISB/ILF social media site.

1. Only ISB/ILF registered sites may be used for dissemination of information. Currently, the ISB/ILF registered sites are Facebook, Twitter, Instagram, and LinkedIn.
2. The Idaho State Bar Member Services staff will be the primary administrator of the site and will have the authority to manage, administer and maintain the sites as outlined in Section 2. Sections, committees or other groups within the ISB/ILF who decide to use ISB/ILF registered social media sites must assign at least one section governing council member, committee member or group member to have administrative rights in addition to the ISB/ILF staff.
3. The Idaho State Bar Member Services staff reserves the right to, at its discretion, reply, comment, or otherwise directly respond to any post, comment, or message by any user.
4. Users will be given the option to participate and will not be automatically added to the participant group without their independent action to join.
5. All posts will be written in appropriate third person, first person or narrative style. Because social media encourages an organic, casual environment, it is appropriate to adjust the voice of the posts, comments, or messages to a more casual vocabulary while still complying with the Principles in Section 4.
6. Participants are responsible for the content they publish and should limit posts to content relevant to ISB/ILF members, sections, committees and other sub-groups. Information of a solely personal nature is not appropriate on any site. Additionally, the personal use of any site is prohibited.
7. All participants will follow copyright and fair use laws.
8. All participants will abide by the social network's Terms of Use. By joining a particular social media platform, you agree to that platform's Terms of Use and are expected to comply accordingly.
9. All participants who are members of the Idaho State Bar will adhere to the Idaho Rules of Professional Conduct, particularly those pertaining to social media, digital communication, marketing, and similar topics.
10. Sites may not be used to promote or advertise any business or law practice, excluding content from approved benefit partners as outlined in the Electronic Communications Policy.
11. No political commentary or legislative activity that is prohibited under Idaho Bar Commission Rules 1106 and 906 may be posted on the site.
12. The site may not be used to solicit donations for non-ISB/ILF related organizations.
13. When content is derived from an external or third-party source, the ISB/ILF bears no responsibility for the accuracy of this information. Administrators will comply with the Principles in Section 4 to ensure content is accurate.
14. Employees representing the ISB/ILF via social media sites must conduct themselves at all times as a representative of the ISB/ILF and in accordance with all ISB/ILF policies.
15. Any site choosing to use the Idaho State Bar or Idaho Law Foundation's name and/or logo may do so with prior, written approval. To create a sense of continuity, the Idaho State Bar or Idaho Law Foundation's name and/or logo should be included on the site in some capacity. Additional social media content, templates, or graphics may be created in collaboration with the Member Services staff.
16. The ISB/ILF reserves the right to remove content that is not consistent with these Principles and Guidelines, restrict users, and/or close any site at any time. *Any site or removed content which is set for deletion will be subject to proper retention of content prior to deletion as outlined by the Record Retention Policy.*

Contact Information

Lindsey Welfley, Communications Coordinator

lwelfley@isb.idaho.gov

Approved by the ISB Board of Commissioners on June 30, 2009 and amended on January 12, 2018.