

UNWLA Policies and Procedures

Part 4: Social Media

Section 2: Facebook Guidelines for Regional Councils and Branches

Overview:

The UNWLA maintains a Facebook page at the National level <https://www.facebook.com/unwla/> carrying posts of interest to the entire organization. Posts reflect current initiatives supported by the UNWLA, events at the National, Regional Council and Branch level, news, calls to action and community events. The Facebook page reflects the public image of our organization and is maintained by the UNWLA Social Media Chair.

Additionally, each Regional Council and Branch may create and maintain their own Facebook page. Each Branch and Regional Council must assign an administrator to maintain their page.

For the Administrators: (Admins)

When creating your Regional Council or Branch Facebook posts, please mention the UNWLA with the [#unwla](#). These will then be reviewed by the UNWLA National Facebook administrator and may be posted on the National page. Please only mention UNWLA on posts that you consider of importance on a national level. These would include any UNWLA initiatives undertaken by your Branch or Regional Council.

Remember that your Branch or Regional Council Facebook page represents our UNWLA organization. Please limit photos to official Branch functions, activities and events. Community posts of general interest may be added as well.

At the Regional Council Level:

- Post UNWLA projects supported or initiated by the Regional Council.
- Create posts with photos of Regional Council activities and events, such as Den Soyuzianky, Anniversary celebrations and Regional Council elections.
- Create or share posts related to various Branch sponsored events or activities.
- To share a Branch post, simply press Share and post it to the Regional Council page you manage. Posts can only be shared to a page managed by the

administrator, in this instance the Regional Council page. Occasionally posts are not shareable, this means the privacy settings are not public.

- Share relevant posts from the National page. These can include updates on important UNWLA projects, call to action items, seasonal greetings and other items of interest.
- The UNWLA logo must be used as the Profile Photo.

At the Branch Level:

- Post UNWLA projects supported or initiated by the Regional Council.
- Create posts of Branch sponsored events, cultural events, anniversary celebrations, fundraising activities.
- Posts of annual meetings and elections of new officers on a biennial basis, every two years.
- Activities by branch members, such as photos from Christmas and summer parties.
- Share relevant posts from the National page. These can include updates on important UNWLA projects, call to action items, seasonal greetings and other items of interest.
- The UNWLA logo must be used as the Profile Photo.

The UNWLA logo will be provided to all Facebook administrators by the UNWLA Social Media Chair, once they register with the Social Media Chair who can be reached at socialmedia@unwla.org