

Texas Floodplain Management Association

Policy: Social Media Policy



Approved by TFMA Board on August 27, 2019

A. Purpose

As the Texas Floodplain Management Association (TFMA) continues to grow and mature, the Association finds itself more and more involved in communicating to members, stakeholders and potential new members through the various avenues of social media. The purpose of this social media policy is to harness the power of social media in a controlled manner that will be constructive for the organization.

B. Messaging Coordination

A single and consistent voice is preferred in all online interactions. Currently, the TFMA Communications Committee including the Executive Office staff provides the voice to monitor, update and post on TFMA's social media accounts.

C. Content

TFMA uses social media to highlight its own material, including programs, articles, newsletters, new content to the Web site, reports and other TFMA resources. Posts from TFMA include content from trusted sources that promote outside resources, such as other floodplain management organizations, trusted Texas and National media outlets, nonprofit associations, nonprofit publications and social media experts.

D. Frequency Goals:

- Twitter: one to five tweets per work week
- Facebook: two to five posts per week
- LinkedIn: one to five posts per month
- Instagram: as needed to publicize TFMA activities and event photos

E. Tracking Interactions and Evaluating Success

TFMA tracks its interactions whenever possible on all social media by using the available technology. This technology includes:

- Facebook Insights for tracking interactions and demographics.

- Google Analytics for tracking referrals to sites.

F. Confidentiality

Employees and members associated with the TFMA social media accounts shall not post confidential information on TFMA and/or personal social media accounts. This includes financial information, legal matters, organizational internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes or methodologies, circulating rumors, colleagues or members' personal information. Members of the Communications Committee posting on behalf of TFMA are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and take full responsibility for their communication.

G. Violations of Social Media Policy

Members of the Social Media Committee shall act in a professional and ethical manner at all times. Violations of this policy shall be reported to the TFMA Board via written notice through the TFMA Executive Office. Reports will be reviewed and communicated to the Communications Committee for possible action. If the social media members is found to have behaved unprofessionally or unethically, the TFMA Board will take appropriate action, which could include the removal from the Social Media Committee.