



Governor's Council on Physical Fitness, Health and Sports
Michigan Fitness Foundation (MFF)
Social Media Policy
June 2009

Introduction

Employees at MFF have become increasingly involved in social media both professionally and personally. While there is great value in participating in these communities, if someone clearly identifies their association with MFF and/or discusses their work with MFF it is important to act appropriately, and in ways that are consistent with MFF values, policies and communication plan.

These guidelines are set forth for all online activity including MFF sites or blogs, social-networking, e-mail, personal blogs and non-MFF sites.

General Guidelines

1. Internet time might be out of line.
Consider if your time online is contributing to the value of your position at MFF. If not, please limit accordingly.
2. Use your name and don't play games.
Always identify yourself including your full name and position with MFF (if participating in conversations related to MFF) and seek approval from the communication department prior to posting any comment that connects you with MFF.
3. Don't be mean and keep it clean.
Refrain from malicious or derogatory comments. Be respectful to MFF, co-workers, partner organizations and sponsors.
4. If you don't engage in conversation, you will face elimination.
The culture of the social Web has a strict requirement for participants to engage in and add value to conversations while being transparent. It is not acceptable in these communities to simply broadcast your message.

Personal social networking profiles and/or blogs

- Have a disclaimer stating (or something similar):
“The views on this profile/website belong solely to me, and do not reflect the opinions of my employer or co-workers.”

MFF-related social networking profiles and/or blogs

- Any account or blog connected to MFF must be approved and moderated by the communication department.

Blogging for MFF

- Be transparent
- Use a human voice
- Cite all content and/or photos from outside sources
- Content created for an MFF blog, belongs to MFF
- Do not disclose confidential information about MFF or its employees

Outbound commenting

- If commenting on a work-related discussion, disclose your affiliation and/or conflict of interest and seek approval by the communication department
- Do not post anonymous comments on competitors' or partners' sites

Posting a comment on our site

- All comments will be reviewed prior to being published
- Comments will be posted as soon as possible
- Providing contact information is required prior to posting
- Constructive criticism is welcome, but malicious, profane and inappropriate content will not be published