

Social Media Guidelines

Serra International/National Councils

OVERVIEW

A fundamental communications goal of Serra International is to increase its organizational presence through social media such as Facebook, Instagram, Twitter, among others. The intent is to measure the success of social media formats through followers and their interactions with the content. All content will be monitored to include which posts spark the most conversations through data compilation based on likes, shares and comments. However, the type of content we publish will be determined through specific social media guidelines as approved by the Serra Intentional Board, including, but not limited to those listed below.

GUIDELINES FOR USING SOCIAL MEDIA

1. Know your target audience: membership diversity is a reality.
2. Serra International leadership, including the SI Board and all National Council Boards of Trustee, region directors, district governors and local Serra club officers and boards should be especially cognizant of Serra's social media guidelines. All social media posts will be responsible and with the intent of the Serra International mission.
3. All information must be strictly related to the mission of Serra International and vocations including:
 - a. Priests
 - b. Religious/Sisters/Nuns
 - c. Seminarians
 - d. Serra International events and news
 - e. SI Council events and news
 - f. Local club events and news
4. Subjects, related to or in reference of, which are not allowed:
 - a. Political parties
 - b. Elected officials
 - c. Clergy and religious political remarks, opinions, and/or inferences
 - d. Any subject deemed insensitive, controversial or irrelevant
5. When in doubt of content consult the Executive Director and/or the Vice President of Communications for discussion and consent.
6. Your news and message should be succinct, interesting and new.

WITH SOCIAL MEDIA GUIDELINES, YOU CAN:

- Encourage members to follow your official accounts
- Share Serra's social media strategy
- Empower members to engage positively
- Educate on social media best practices
- Introduce members to approved third-party tools and resources.
- Protect members from social harassment
- Safeguard Serra International from cybersecurity risks
- Boost Serra's reputation on social media
- Social media guidelines are typically created for employees, but they can also be shared with members and others who can benefit from them.