CCBA Social Computing Guidelines: Facebook, Twitter and other social media platforms.

The Clark County Bar Association now has a Facebook page and a Twitter page. Facebook and Twitter are forms of social media. As all other media issues and requests, Stephanie Abbott will be the CCBA staff member to facilitate CCBA’s presence on social media outlets.

CCBA’s social media presence is intended to be a platform for CCBA to promote news and information of interest to members and the extended legal community.

CCBA staff members can become a fan (or follow) social media pages; however staff will refrain from posting directly to a page and submit any items for posting to Stephanie Abbott for posting on behalf of CCBA. Please review the following social computing guidelines for CCBA staff members:

1. Stephanie Abbott is the administrator of the CCBA Facebook (http://www.facebook.com/ccbanv) and Twitter page (http://twitter.com/clarkcountybar).
2. CCBA staff members can become a fan of these pages; however staff will submit any items for posting to the page to Stephanie for posting by CCBA.
3. CCBA staff members are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media. Be mindful that what you publish will be public for a long time—protect your privacy.
4. Identify yourself—name and, when relevant, role at CCBA—when you discuss CCBA or CCBA-related matters. And write in the first person. You must make it clear that you are speaking for yourself and not on behalf of CCBA.
5. If you publish content to any website outside of CCBA and it has something to do with work you do or subjects associated with CCBA, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent CCBA's positions, strategies or opinions."
6. Respect copyright, fair use and financial disclosure laws.
7. Don't provide CCBA's or another's confidential or other proprietary information. Ask permission to publish or report on conversations that are meant to be private or internal to CCBA.
8. Don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, where possible link back to the source.
9. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in CCBA's workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
10. Find out who else is blogging or publishing on the topic, and cite them.
11. Be aware of your association with CCBA in online social networks. If you identify yourself as CCBA staff, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
12. Don't pick fights, be the first to correct your own mistakes, and don't alter
previous posts without indicating that you have done so.

13. Try to add value. Provide worthwhile information and perspective. CCBA's brand
is best represented by its people and what you publish may reflect on CCBA's
brand.