South Carolina Bar
Social Media Policy
Last revised: 2/3/10

Social networking has quickly emerged as an important way for an organization to interact with its members and the public, offering opportunities for outreach, information sharing and interaction. The South Carolina Bar supports the use of these Internet technologies to increase member engagement and access to information.

The following guidelines will be used by the South Carolina Bar in its implementation of any social media resources.

1. Social media tools are used to promote South Carolina Bar programs and initiatives, including member events and public services. Content should not promote political, religious or social issues unless these issues are addressed in a formal position adopted by the South Carolina Bar Board of Governors or the House of Delegates.

2. Absent unusual circumstances, any member of the public may become a follower or fan of the South Carolina Bar’s social networking sites. However, sites should be created so that followers or fans cannot post comments. The purpose of this policy is to allow the most efficient means of monitoring content and uphold the reputation of the Bar. Similarly, the Bar will not follow or become fans of other organizations or individuals in order to avoid a perception of endorsing any political, social or religious individual or organization.

3. The South Carolina Bar will maintain one official presence on any social networking site in order to maintain control of content, provide for the most effective use of staff time and avoid confusion over what is deemed the official Bar message. Other entities within the Bar (Sections, Committees, Young Lawyers Division, etc.) are encouraged to submit appropriate information through communication with their Bar staff liaisons. In some instances, individual representatives of the Bar may maintain a site in order to communicate or follow information about a specific topic with a dedicated audience (i.e., legislation or practice management advice). Approval for new accounts must be sought from the Board of Governors.

4. The information on South Carolina Bar social networking sites should be professional in nature and regularly updated with postings on Bar events and news. Official site content such as logo and mission will be updated only as needed.

5. Unless previously approved for publication in another format, unofficial photos and videos will not be posted unless permission is obtained from the individuals appearing in them. Members may be asked to sign a photo release form at Bar events in order to streamline posting procedures.
6. Site administration, including set up, content development and management, is the responsibility of the South Carolina Bar Communications Division with input from other staff and/or members with regard to the information posted.