



InterFaith Alliance of the Southwest Electronic Communications & Social Media

Purpose: IFASW recognizes the importance of the Internet, electronic communications and social media in shaping public thinking about our organization and our current and potential outreach. We also recognize the importance of our participants joining in and helping shape conversation through interaction via these means. IFASW is committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media and electronic communications and so has established these guidelines for appropriate use of electronic communication & social media.

Scope: including but not limited to:

- Email communications and our Website
- Networking sites (i.e. Facebook, LinkedIn, Twitter, Instagram)
- Video and photo sharing sites (i.e. Flickr, YouTube)
- Messaging platforms (i.e. Messenger, WhatsApp)
- Blogs, wikis, online forums and message boards (e.g. Quora)
- Internal messaging systems (e.g. Slack, Yammer)

Values

IFASW's social media use will be consistent with the following core values:

Integrity: IFASW will not knowingly post incorrect, defamatory or misleading information about our own work or the work of other organizations or individuals.

Professionalism: IFASW's social media represents the organization as a whole and should seek to maintain a professional and uniform tone. Council members and others may, from time to time and as appropriate/authorized, post on behalf of IFASW using its online profiles, but the impression should remain one of a singular organization rather than a group of individuals.

Information Sharing: IFASW encourages the sharing and reposting of online information that is relevant, appropriate to our mission and goals, and of interest to our participants and the community at large.

Guidelines for Sharing

These guidelines apply to both IFASW sponsored social media and personal use as it relates to IFASW.

- Anything shared related to IFASW on an someone else's website must be transparent and use such phrases such as: "Views expressed are my own."
- It is asked that all use good judgment. What is shared online is permanent. Ultimately, anyone is responsible for what they write, which can not only reflect on them personally but also on IFASW. When anyone has doubts about posting something about IFASW, they are asked to reach out to a member of the Council for guidance.
- Guidelines for functioning online are the same as the values, ethics and confidentiality policies everyone is expected to uphold in general as a participant with IFASW.
- Confidential or proprietary information or upcoming news about IFASW should never be shared without consulting the Council first. Information on participants such as email addresses and phone numbers may not be shared or added to email lists without their permission.
- If anyone encounters negative posts about the IFASW, please alert someone on the Council and let IFASW's leaders respond.
- Everyone is asked to respect copyright and fair use laws and to give credit where credit is due.

Guidelines for Communications shared by IFASW

These guidelines apply to both IFASW sponsored social media and email communications.

- IFASW may occasionally share events or information from organizations and people who participate with IFASW, upon request. However, this will only occur if the content aligns with IFASW's mission, values, and ethical standards.
- Several times a year, IFASW will share contact information for organizations affiliated with or connected to IFASW. This allows those participating to request to be added to each other's mailing lists.
- An internal directory is published periodically to support communication among active faith leaders. It is strictly prohibited for anyone to use this directory to add contact details (email, phone numbers, etc.) to their own mailing or phone lists without first obtaining consent from the faith leader involved.