



Social Media Policy

Approved September 10, 2024

Purpose

This policy aims to guide the Psychoanalytic Center of the Carolinas' staff, members, and affiliates in their use of social media to ensure the organization's values, mission, and reputation are upheld.

General Guidelines

1. **Representation:** Clearly state when you are speaking in a personal capacity and when on behalf of the Psychoanalytic Center of the Carolinas.
2. **Respect and Professionalism:** Treat all online interactions with respect and professionalism. Avoid engaging in controversial discussions that could harm the organization's image.
3. **Confidentiality:** Do not share confidential or proprietary information about the Psychoanalytic Center of the Carolinas staff, members, or beneficiaries.
4. **Accuracy:** Ensure the information you share is accurate and up-to-date. Correct any errors promptly.
5. **Branding:** Use official logos, images, and brand guidelines when representing the organization.

Content Creation

1. **Inclusivity:** Ensure all content is inclusive and free from discrimination based on race, gender, religion, sexual orientation, or any other characteristic.
2. **Permission:** Obtain permission from the Marketing Manager before sharing images or stories of individuals.

Engagement

1. **Conflict Resolution:** Do not engage in arguments or negative discussions. Report any negative interactions to the Marketing Manager for appropriate handling.
2. **Community Building:** Encourage and foster a supportive online community by engaging with followers and supporters constructively.
3. **Personal Social Media Use:** When discussing PCC in a personal capacity, include a disclaimer such as 'The views expressed are my own and do not necessarily reflect the views of Psychoanalytic Center of the Carolinas'.
4. **Privacy:** Be mindful of privacy settings and who can see your posts.