



## Think Before You Link

Chances are that your neighborhood association has its own website, Facebook page, Twitter, Instagram, etc. Social media is platform to communicate information about events, meetings, and community projects. Preserving your organization's brand is an important part of each board member's responsibilities. This also includes managing the virtual brand. Stop and think before you connect.

1. Adopt a policy in place that addresses: who, what, when, where, and why of posting on the organization's social media sites.
2. Designate a host(s). This is person(s) who oversee the page postings and maintenance.
3. Explore the option of having a closed or private page. This will allow you to screen people who may want to join your page to be sure they're actual residents. Send invitations to all residents so everybody is aware the page is available and encourage them to join.
4. Don't wear out your welcome. It's tempting to post lots and lots of information on social media. Doing so may cause residents to stop checking in, especially if your page becomes overloaded with lengthy repetitive posts.
5. Create a tab on your Facebook page whereby you post important documents such as board contacts, meeting minutes, agenda items, etc.

Visit the individual website for specific guidelines and or additional information about social media networks by clicking the link(s) below:

Facebook:



<https://www.facebook.com/>

Instagram:



<https://www.instagram.com/>

Twitter:



<https://twitter.com/>

You Tube:



<https://www.youtube.com/>

Flicker:

[flickr https://www.flickr.com](https://www.flickr.com)

Nextdoor:



<https://nextdoor.com/login/>