

Social Media Guidelines and Tips for LCYIP Chapters

All LCYIP Chapters are encouraged to create social media accounts specific to your school chapter. This will be an easy way to show Lake County all of your chapter's great accomplishments and gain new members! Before creating your chapter's social media sites, review this guide to ensure you are making the best choices for your chapter.

Social Media Sites: Know the Rules

- Social media sites will hold individuals accountable for any content or material posted to their site. Social media site users should respect general copyright rules. Think of the plagiarism rules your English teacher talks about at the beginning of each school year, the same rules apply!
- Be sensitive to posting confidential information. Do not post student information (including phone numbers, addresses, e-mail addresses, or student ID numbers) without the student's permission. To stay away from posting any student information, create a chapter email address that is used as the main contact for all events, volunteer sign ups, and new member inquirers.

Guidelines for LCYIP Chapters

- Consider creating a Facebook "organization" page, instead of a "business" or "personal" page. This will make it easy for community members and potential members to follow your chapter's page and be up to date on all of your announcements.
- All chapters are strongly encouraged to have their faculty sponsor as an administrator on their social media page. If club leaders change or graduate, the club sponsor can still grant access to new club officers.
- Post contact information for the student club when possible. If a potential member visits your page, they need to know how to get in contact with the group!
- School chapters are considered "unofficial" social media pages and should not use the Legacy Foundation logo. These sites are also encouraged to post a statement in their profile announcing that they are not an official Legacy Foundation social media page and all postings reflect their own personal opinions or their organization's opinions. An example of this statement is provided below:

The views expressed on this (Facebook page, Twitter feed, etc.) are those of the (Insert high school name) Lake County Youth in Philanthropy Chapter and are not endorsed by Legacy Foundation nor do they constitute any official communication from Legacy Foundation.

If you need help creating or managing your chapter's social media accounts at any point of the school year, please send all requests via email to mfishback@legacyfdn.org

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