



Wisconsin Balance of State Social Media Policy and Procedure

Purpose: The use of social media in the homelessness services field has become a necessity. The intention of the Wisconsin Balance of State's use of social media is to inform the community about issues and initiatives in the field, as well as advocate for people experiencing homelessness and against criminalization. The Wisconsin Balance of State does not use social media to earn income or promote and sell products.

Definitions:

Facebook – meta platform with picture, video, and text posting capabilities. Messaging is available on this platform

Following – accounts that the Wisconsin Balance of State follow and track their posts, engage with their content, and potentially repost to stories

Instagram – meta platform with picture and video posting capabilities. Messaging is available on this platform

Like – the ability to click “like” on each platform, likes are visible to people viewing the Wisconsin Balance of State's accounts

Post – picture, text, or video content visible to followers and viewers of the Wisconsin Balance of State's account. This is both a noun and a verb for social media purposes

Story – time- bound audio, picture, or text content that disappears typically after 24 hours. This feature is used to advertise existing posts or push notifications to followers

X – text and picture-based platform

Procedure:

1. Any post, story, or other type of content on the Wisconsin Balance of State social media platforms shall be free from profanity and offensive content. Other guidelines for all posts and content include:
 - a. Relating to Wisconsin Balance of State mission: content shall not deviate from the mission of the Wisconsin Balance of State, off-topic content is not permitted
 - b. Anti-lobbying: content shall not be for lobbying purposes while advocacy and educational content are permitted
 - c. Religious proselytizing content on Wisconsin Balance of State social media accounts is prohibited
2. Once content is generated, it will be reviewed and approved by the Wisconsin Balance of State Director and the Homeless Systems Manager.
 - a. The Director and Homeless Systems Manager reserve the right to make changes or veto any content.



3. The Wisconsin Balance of State shall not sell products or services or profit off of social media in any way.
4. Content liked or reposted from other accounts by the Wisconsin Balance of State follows all above criteria

Social Media Grievance:

Should a partner or individual have a specific grievance with the Wisconsin Balance of State social media accounts and/or posts, a grievance can be filed by emailing wiboscoc@gmail.com. A written response will be sent no later than 2 weeks following the file date. To appeal a grievance decision, please contact the Wisconsin Balance of State board chair at lhaen@khds.org.

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