



PUBLIC RELATIONS COMMITTEE

Social Media is not static and does not sleep. Monitor regularly and stay on top of it.

Social Media Guide & Training Manual

*Strategies, Standards,
and Rules of Engagement*

Created by the
NFRW 2024-2025 Public Relations Committee

Social Media Guide

Strategies, Standards, and Rules of Engagement Training Manual

GOAL

Present the Federation as a professional, positive, unified force to inform and influence through social media platforms. Equip members to properly leverage the vast power of online communications through our Strategies, Standards, and Rules of Engagement Training Manual.

III. SUMMARY: Remember to PS MAMA

Social Media is incredibly powerful. We must equip our leaders to properly leverage this communications tool. And always remember to PS MAMA:

PEOPLE: Put the right people in place to drive your Social Media effort.

STANDARDS: Follow NFRW standards and check your spelling.

MAINTENANCE: Maintain fresh, informative, inviting content.

ALERT: Stay alert to security risks.

MONITOR: Check regularly, daily if possible, and take action when egregious activity is detected.

ALWAYS: In all cases, always present the Federation in a positive, professional light.

The Social Media Strategies, Standards and Rules of Engagement Training Manual was created for by the NFRW Public Relations Committee 2024-25. The guide incorporates the NFRW's published Social Media & Website Guidelines for States and Clubs (2022) with insight from many sources, including NFRW Secretary and PR Committee Advisor Heidi Parker Martin, U.S. Senator from Iowa Joni Ernst's office, U.S. Congressman from Iowa Zach Nunn's office, and contributions from all members of the **NFRW PR Committee (aka The Flock):**

Patt Parker, Chair

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2. Security

a) Hacking vs. Cloning

- Hacking = someone gained unauthorized access to your account.
- Cloning = someone created a fake profile that looks very much like yours.

b) What Hackers Can Do

- Change your password and lock you out of your own account.
- Post inappropriate content on your behalf
- Send spam or malicious links to your friends
- Steal your personal information

c) What Can Happen When You've Been Cloned

- Send friend requests to your existing friends, who may accept them, believing it's you.
- Send phishing messages or malicious links to your friends, which they may click through thinking it's coming from you.
- Attempt to gather personal information from your friends or setting up them you for future scams.

3. Protect Your Account

a) Two-factor authentication: In addition to using strong passwords, enable two-factor authentication: Two-factor authentication (2FA) adds a layer of security by requiring a code or confirmation from another device when logging in.

b) Be cautious: If you receive a friend request from someone you're already friends with, this is a red flag. Check it out.

c) Stay alert for phishing attempts: Be cautious when clicking on links or downloading attachments from unknown sources, as they may be attempts to steal your login credentials.

d) Report problems to Facebook or whichever platform you're using.

I. STRATEGY

A. PREPARATION

Put the proper people in place.

1. Carefully select the individual/s who will take on PR and Social Media functions. In the past we may have been tempted to simply appoint someone "who is good with computers" to handle this important task. Those days are long gone. Selecting (or electing, depending on your bylaws) the proper person/s to perform these functions is as important as electing your officers.
2. Individual must be a current Federation member in good standing.
3. She should have a proven track record within the organization.
4. She must understand and respect the importance and breadth of the job.
5. Unless your PR/Social Media Chair function is an elected officer, she is not required to take an oath of office. In lieu of an oath, a set of standards to review and accept is strongly recommended.
6. Remember: A small club's Facebook page may be the first (and last) impression someone has of the entire Federation. A Federated club Facebook page is not "yours" to do with as you please, but rather a reflection of the Federation.

Q: We need to step up our social media effort. Where do we start?

A: With the proper individuals.

B. STANDARDS

All social media interactions of Federated clubs and states shall adhere to NFRW standards.

1. We must ensure our front-facing social media interactions do not reflect poorly on the Federation or misrepresent its mission. This includes all interactions: original content, text, images, forwards, comments, emojis, artwork.
2. The world is watching. This is not your megaphone to shout personal opinions. You are representing thousands of women and an entire conservative movement.
3. The foremost purpose of social media presence is to share Federation news, events, and initiatives. All other content takes a back seat.
4. NFRW Endorsement Policy states that clubs and states cannot endorse in GOP primaries or in non-partisan races where two or more known Republicans are in the same race. You may not endorse a split ticket.
5. Do not use your website or social media to promote one candidate over another, even if the candidate in question is a member of your club. If you opt to share information about any Republican candidate's campaign, you must share about all Republican candidates in that race. Social media posts which support a candidate on an opposition ticket constitute going "on record" and will result in the potential for disciplinary action.
6. Use disclaimers wisely and judiciously. In some cases (such as event announcements during pre-Primary, presidential election cycles), a disclaimer post is appropriate, such as: *"Informational post only. [Club Name] does not endorse any candidate in a contested race."* Use discretion. Don't over-use.
7. Be respectful and discriminating.
8. Be positive and polite. You can make a serious point without being confrontational or insulting.

3. When to Post

- a) Check the insights on your FB page to be aware of peak times of the week for posting.
- b) In politics you may find Mondays and Tuesdays are "down" days. Wednesday, Thursday, and Friday evenings appear to be peak times with higher reach, and Saturdays and Sundays tend to have success as well.

FAQ: What should I post?

Federation news, events, and initiatives come first. Everything else takes a back seat.

C. Be Careful and Stay Alert!

1. Passwords

- a) Select strong passwords.
 - ◇ Rather than a word with a number and a special character, try a sentence with multiple numbers and special characters, ie, rather than 'Trees2\$', use '@AndiLovesCherryTrees2010\$'
 - ◇ Longer passwords are harder to hack than shorter ones.
 - ◇ A sentence may be easier for you to remember.
 - ◇ Did you know the word password is the number one most commonly used password? Please ladies, let's not be this naïve.
- b) Change passwords regularly.
 - ◇ Some say change passwords the same day you change smoke detector batteries.

B. And We're Live!

1. How to Manage Your Page

- a) Keep your page fresh and attractive.
- b) Monitor regularly for outdated, unseemly, unwelcome activity.
- c) Delete ALL profane or rude comments from your page in timely manner.
- d) Block rude or profane individuals, trolls, bots and repeat offenders.
- e) Do not post personal or confidential information.
- f) Do not post photos of children unless you have express, written permission from parents and guardians.
- g) Respond to questions in a timely fashion.
- h) **Do not engage in arguments or petty exchanges.**

2. What to Post

- a) Federation news, events and initiatives ALWAYS come first.
- b) Only post quality content, artwork, and photos.
- c) Prioritize original content, artwork, and photos.
- d) Review photos before posting and edit as needed.
- e) **Avoid unattractive candid photos. Sure, it's fast and easy to point, click, post. But being fast is not always best. Review photos and make sure you are presenting the Federation and your sisters in a positive way.**
- f) Avoid photo dumps. They're called dumps for a reason - not pretty.
- g) During pre-Primary season, keep quantity of candidate posts as fair and even as possible.
- h) When reposting, be aware of copyrights.
- i) People like variety. Share a mixture of original pictures and graphics, linked articles, text.
- j) If you have a question about whether something is appropriate, err on the side of caution and don't post it.

9. Be informed and get your facts straight.
10. If your club is one that values online discussions, create a separate, private Facebook page. But remember, nothing online is totally private! If your members want to have private discussions it's best to do it offline.

Always have two admins for social media pages. This prevents issues in the event someone leaves and takes codes with them.

C. MONITORING

1. Always have two admins for social media pages. The president must have access as well as your PR/Social Media chair or another designee. This practice has been proven necessary in countless examples of improper use or someone leaving for whatever reason and taking their codes and access with them.
2. **If egregious content is posted by a Federated club, the State Federation has a responsibility to address it.**
 - a) First step is to contact the club and have a respectful conversation. They may not even be aware they've done anything out of bounds.
 - b) If it continues, it's considered a violation of NFRW code of conduct and will need to be addressed directly.
 - c) If you have a repeat offender, we recommend:
 - Contact the individual privately and ask that they remain civil.
 - If the individual is a member of your Federation or club, speak with them offline about the issue. If necessary, involve your board.
 - Exercise the "ban" feature if they continue to cause problems.

II. RULES OF ENGAGEMENT

A. Ok, Let's Do This!

Do not let the “I don't like Zuckerberg” mindset stop you from capitalizing on incredibly powerful communications tools.

How to Set Up Your Facebook Account:

Step 1. Go to [Facebook.com](https://www.facebook.com) Enter your name, or if you prefer not, enter something close, say Jane Dee (assuming your name is Jane Doe) but do use something people will recognize as you—especially your first name.

Step 2. Facebook will want an email OR phone number. **DO NOT use your main email account** for security reasons. If you don't have an alternate account, you can go to gmail.com and sign up for a variation that you can remember.
(Eg. Your main account is JaneDoe@gmail.com so sign up for something else like JaneDoeAlternateAccount@gmail.com)

Step 3. Your password should be a sentence with different characters. **DO NOT USE the word “password” EVER!** An example might be: ILiveInIowa@2468! You see there are different characters included, making it harder to hack.

Step 4. Entering birth date. If your new alternate account doesn't have your name in it, you may use your real birthday. If it does have your real name in it, enter your spouse's or your child's or make up a date that you can remember. NOTE: Must be a date that makes you over 21 years old to meet Facebook rules about children.

Step 4. You may receive a confirmation email to your alternate account. DO log in about 10 minutes after you've answered their questions and see. Confirm the account.

Step 5. You can now log in using your alternate account. Upload a profile pic and a banner pic.

1. Respect continuity and adhere to standards of the Federation, while enjoying your club's creativity and individuality. Your club is unique and amazing, and it is also part of the state and national Federation.
2. Link to the NFRW page to increase reach and influence for all Federated pages. Instead of the power of, say, 20 club members, you are rallying the power of 65,000+ across the nation.
3. The owner of the social media and/or online accounts and domain is the state Federation or club, regardless of who is assigned as administrator.
4. Always have more than one administrator. We are listing this twice because it's so important!
5. **A candidate for office, or their campaign staff, may not serve as administrator.**
6. The current club president must always have the high-level administrator status for all sites, pages, or groups.
7. All usernames and passwords must be turned over to the new president within the first seven (7) days of her term. It is strongly advised to change all passwords immediately.
8. If your social media page permits others to post, require all posts be approved by an administrator. If it is too time-consuming to approve posts, do not let others post to your sites.
9. Consider posting a policy in the “About” section of your social media requiring civil discourse. Eg.: “Users must refrain from confrontational or profane language. Posts should be political in nature, and refrain from solicitations outside club activities. As a state or federated club, [[Club/organization name here](#)] supports the entire Republican ticket, and posts should reflect that.
10. Publishing an online membership directory is not recommended, but if you choose to do so, it must retain proof of consent for the term of membership. Eg.: “Please check this box to opt out of having your information published electronically.”