



# AJLI Social Media Guidelines

**As a member of The Junior League you have tremendous power. Through the advent of social media you are now a brand ambassador to a community far beyond the borders of your local League. You have at your fingertips extraordinary and limitless opportunities to educate the world about what The Junior League does. We've got a great story to tell, so let's be sure we've got it right. Here's a quick primer:**

## **WHO WE ARE: THE JUNIOR LEAGUE**

The Junior League, one of the oldest, largest and most effective women's volunteer organizations in the world, has matured and evolved since it was founded by social activism pioneer Mary Harriman in 1901. Our mandate, however, has remained unwavering: to develop exceptionally qualified civic leaders who can identify a community's most urgent and pressing needs and address them with meaningful and relevant programs and initiatives that not only improve lives, but also change the way people think. This type of work has won us dedicated community partners and loyal supporters for more than 110 years.

True to their legacy, today's League members are at the forefront of tackling society's toughest and most critical issues—including childhood nutrition and obesity, human trafficking, foster care, juvenile justice, teen self-esteem, cybercrimes, literacy, and the environment, among others—for the purpose of enhancing the social, cultural and political fabric of our civil society.

As a result of this work, The Junior League—and the more than 155,000 women in 293 communities in the United States, the United Kingdom, Canada, and Mexico who comprise its ranks—have amassed an archive of irrefutable results and an indisputable reputation as thoughtful and influential change agents for the

public good. They have been instrumental in building into our daily lives many of the privileges we now take for granted, including free school lunches, literacy programs, children's theaters and museums, clean water, children's nutrition, and greater awareness about the vices of modern society, such as domestic violence and alcohol abuse.

## **OUR SOCIAL MEDIA GUIDELINES**

The advent of social media has greatly increased our collective capacity to connect with one another and the communities we serve. It facilitates the healthy sharing of ideas and information with people and organizations committed to creating social good. AJLI embraces social media and recognizes its power to help us continue our legacy—110 years and counting—of women building better communities.

Social media sites have become increasingly popular and valuable as a means of communication, networking, and otherwise. Leagues considering establishing a social media presence on a social media site should follow the guidelines outlined below:

1. Any site using the JL logo MUST be a site connected with and endorsed by a member Junior League. The JL logo and Junior League name are registered trademarks of AJLI, and it is the League, *not* the



individual member, that has been granted the rights to use the logo and name (please refer to the AJLI Identity Standards for appropriate logo usage and other branding guidelines). Approval and oversight of the site(s) should be the responsibility of the appropriate League member(s). It also is critical that the existence of these sites be communicated as part of the annual leadership transition within a League.

2. The site **MUST** always identify the Member League by its full name.
3. AJLI must be advised about the creation of any site. The individual League will actively monitor the site so that appropriate action is promptly taken if it is misused or subject to inappropriate postings. AJLI will monitor sites periodically and report back to the Leagues as appropriate.
4. On an individual League's site, a registered trademark notice should be included to communicate that JUNIOR LEAGUE®, the JL® and any other AJLI mark that appears "...are registered trademarks of The Association of Junior Leagues International, Inc. and are used with its permission."
5. The site should include a disclaimer as follows: "The content of this site is the responsibility of the Junior League of X." You should consider adding a statement disclaiming the content exhibited on personal websites, blogs or networks of League members should be considered.
6. If the site refers to AJLI, the site should include a link to [www.ajli.org](http://www.ajli.org).
7. The Identity Standards also apply to the use of the trademarks in other forms of electronic media—such as Evite and Constant Contact. It is suggested that official League Evites should be approved by the current League's leaders prior to transmission to the membership. AJLI will communicate with the owners of sites that do not meet the above require-

ments. The above does not mean that individual women who are Junior League members cannot establish a presence on social networking sites. Members who do so can certainly identify themselves as Junior League members. They **CANNOT** use the JL logo.

## OTHER CONSIDERATIONS

### **The Privacy of Others**

Make certain you have the permission of those you serve, including fellow volunteers, leadership, staff, community partners and sponsors before publishing personal, identifying information, including photographs. In some cases you may want to obtain a potential subject's permission by way of a standard photo release form. Privacy rights of the individuals mentioned or exhibited should be of paramount concern. To see a sample photo release form go to the Members area of the AJLI website under the Resources Tab or get the word document by downloading it at: <http://bit.ly/oP9Dyh>

### **Proprietary Information**

Although the purpose of social media is to facilitate sharing information, some information because of its sensitive nature should remain private. If you have been asked to maintain confidentiality, honor it. When in doubt, ask.

### **Official v. Unofficial Communications**

If you are not authorized to speak about The Junior League in an official capacity, make sure to identify your thoughts and opinions as your own and provide context for your content by identifying who you are and your relationship to The Junior League. League members should consider posting a disclaimer on their personal website, blog, or network, such as "The views expressed herein are the personal opinions of (League member's name). The content is not read or approved by The Junior League of X or The Association of Junior



Leagues International, Inc., and does not necessarily represent the views of those parties.” The above does not mean that individual women who are Junior League members cannot (or should not) establish a presence on social networking sites. Members who do so can certainly identify themselves as Junior League members but they CANNOT use the JL or AJLI logo. When in doubt please check with AJLI at [communications@ajli.org](mailto:communications@ajli.org). AJLI will monitor sites and communicate with Leagues and League members that/who do not meet the above requirements.

### **Be a Good Citizen**

Once you publish content via a blog, Facebook, Flickr, a wiki, etc., it can be difficult to take back. In your writing be respectful to your audience. It is acceptable to express disagreement but it should not devolve into personal attacks, obscenities or other disparaging and hurtful language.

### **Be a Team Player**

If you are citing information from another source by referring to it in a blog post, retweeting content, etc., make sure you credit the original source. One simple way to do this is by embedding a hyperlink to the original information source and/or crediting the author. In general, content creators enjoy having others link to and share their work and doing so in a matter that respects the creator’s intellectual property might win you an online fan.

### **BUSINESS NETWORKING SITES**

Using the Junior League name, the JL logo, AJLI or The Association of Junior Leagues International, Inc. on business networking sites is a violation of AJLI’s trademarks and is not permitted without prior written approval from AJLI.