



Hispanic National Bar Association
Social Media Policy
Effective November 8, 2018

The Hispanic National Bar Association's ("HNBA") Social Media Policy (the "Policy") creates minimum standards for HNBA entities that use non-HNBA, externally-hosted social media channels for any business purpose, including content delivery, facilitation of conversation and interactivity, and communications with HNBA members, non-members and staff.

"Social Media" is defined as any form of electronic communication (such as websites for social networking and blogging) through which users create online communities to share information, ideas, messages, and other content, including blog posts, articles, photos, videos, and audio. Although this Policy refers to some mainstream social media sites by name, this Policy applies to any social media site or application where HNBA and HNBA-related user-generated content is published or distributed by or on behalf of an HNBA Entity¹ through third-party social media platforms.

This Policy does not apply to, govern, or control:

- Personal social media accounts of the HNBA's leaders² or employees.
- Any social media profile or account that is not an "HNBA Profile," as defined below;
- The use of content hosted on an HNBA-entity's own website on www.hnba.com;
- Email communications; or
- HNBA listservs.

"HNBA Profile" means a social media profile or account that: (a) has been created by or for an HNBA Entity; (b) is maintained by or on behalf of an HNBA Entity; or (c) contains content (statements, images, or logos) or functionality that suggests such creation or maintenance has been authorized by an HNBA Entity, or is under the direct or indirect control of an HNBA Entity.

1. Securing Approval for HNBA Profiles. Any HNBA Entity seeking to create a new HNBA Profile on a social media site shall complete a [Social Media Request Application](#). The application will be reviewed by the HNBA Director of Operations and/or Digital Communications Strategist within seven (7) business days of the date of submission. The HNBA Director of Operations and/or Digital Communications Strategist will accept or deny the application, based upon the criteria set forth herein, and notify the submitting Entity in writing of the decision. If the application is denied, the HNBA Director of Operations

¹ "Entity" is defined as an HNBA division, section, committee, task force, or region (collectively, the "Entities").

² "Leader" is defined as HNBA Board member and chair, deputy, or member of the HNBA Entities.

and/or Digital Communications Strategist will provide a written explanation for the denial. The submitting HNBA Entity may work directly with the HNBA Director of Operations and/or Digital Communications Strategist to address the identified deficiencies and amend and resubmit the application for approval. The submitting HNBA Entity, at its option, may appeal such denial via email to the HNBA Vice President of Sections and Committees or HNBA Vice President of Regions and Affiliates, as applicable, with a copy to the HNBA Director of Operations and Digital Communications Strategist for review within seven (7) business days of the date of denial.

NOTE: All HNBA Profiles already existing on a social media site as of the effective date of this Policy shall be deemed approved pending a review and evaluation by the HNBA Director of Operations and/or Digital Communications Strategist. Entities with pre-existing social media sites must submit an [Existing Social Media Account Form](#).³ If the HNBA Director of Operations and/or Digital Communications Strategist determine that an HNBA Profile is not compliant with this Policy, the HNBA Director of Operations and/or Digital Communications Strategist shall work with the HNBA entity to correct any deficiencies and bring the site into compliance, if possible. At the direction of the HNBA Director of Operations and/or Digital Communications Strategist, the Entity may need to temporarily disable the site pending correction of deficiencies.

2. Ownership and Administrative Rights. An HNBA Profile and any third party social media platform must grant full ownership and administrative rights (as may be defined by the terms and conditions of the social media site) to the HNBA Director of Operations. The Entity Leader shall appoint an Entity Representative who shall be responsible for the ongoing administration of the HNBA Profile for compliance with this Policy. The Entity Representative shall update the password for an HNBA Profile every six months in compliance with our [HNBA Password Standards](#) and provide updated login information to the HNBA Director of Operations and Digital Communications Strategist.

NOTE: The HNBA reserves the right, in its sole discretion, to modify, alter or otherwise change any published content at any time to ensure compliance with the HNBA's brand and Social Media Policy.

3. Social Media Campaigns. A social media campaign is a coordinated marketing effort to reinforce or assist with the HNBA's goal(s) using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting, and measurability. Proposed social media campaigns (i.e., Tweets or Facebook posts) shall be submitted with two (2) weeks' notice via our [Social Media Campaign Form](#).

NOTE: The HNBA reserves the right, in its sole discretion, to modify, alter or otherwise change any proposed tweets and/or posts at any time to ensure compliance with the HNBA's brand and Social Media Policy.

³ A single form may be submitted for all of an entity's existing social media sites.

4. Required Content for all HNBA Profiles

Logos. All HNBA Profiles must feature (either directly or by link to HNBA's home page) an approved HNBA or HNBA-entity logo.

Hispanic National Bar Association Name. All HNBA Profiles must include the "Hispanic National Bar Association" name in the "About" or "Bio" pages available on any HNBA Profile in addition to entity-specific messaging.

HNBA URL and naming conventions. All HNBA Profiles must include the www.hnba.com web address in the HNBA Profile, whether in the "About" or "Bio" pages, or another area where a website URL can appropriately be inserted. HNBA Profiles should have a name starting @HNBA [name of Region, Section, Division, or Committee]. For example, @HNBA_LGBT or @HNBA_RegionIII.

5. Restrictions on Sharing Member-only Content. All HNBA Profiles are prohibited from directly sharing "member-only" content, as determined by the entity. Links to password-protected content on www.hnba.com are permitted.

6. HNBA Business Conduct Standards. All HNBA staff, HNBA Leaders, and HNBA members participating in, contributing to, or coordinating the use of social media sites on behalf of the HNBA are governed by the [HNBA's Code of Conduct](#) and [HNBA Bylaws](#), as amended and restated.

7. Compliance. The HNBA Executive Director and Digital Communications Strategist reserve the right to periodically audit HNBA Profiles for compliance with this Policy. Absent the HNBA Director of Operations' written consent for an exception, non-compliance with this Policy may result in the removal of the non-compliant HNBA Profile. The HNBA Director of Operations may grant exceptions to this Policy as may be required to comply with organizational obligations.

8. Enforcement. Compliance with Policy requirements is mandatory.

9. Questions. For questions related to this Policy, please contact the HNBA Digital Communications Strategist at digitalcommunications@hnba.com.