

We believe that to remain relevant within our industry, we must maintain a vibrant presence on social media. But we also need to make sure that we are engaging responsibly on social media, in line with the values of our organization.

It is critical that we always remember who we are and what our role is within the social media community. Our expectations refer to those personal or unofficial online activities where you might refer to Neuhaus Education Center (NEC) and serves as a guide to empower NEC staff and stakeholders to participate in this ever-changing format of marketing communications, represent the organization, and promote our brand to a diverse audience.

This guide will be periodically revisited and updated.
If you have a question regarding social media guidelines or need assistance, please contact the Director of Marketing & Communications.

STAFF EXPECTATIONS

Be responsible to your work.

NEC understands that some staff members engage in online social media activities at work for legitimate purposes and that these activities are reflected in their job description. However, exercise sound judgment and common sense to prevent online social media sites from becoming a distraction at work.

Remember that your posts can have global significance.

The way that you answer an online question or post a comment might be accurate in some parts of the world, but inaccurate in others. Keep that “world view” in mind when you are participating in online conversations.

You are responsible for your actions.

Anything you post that can potentially tarnish NEC’s image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.

Be mindful that you are representing NEC.

As a staff member, it is important that your posts and comments convey the NEC core values instilled in all its communications. Be respectful of all individuals, races, religions, and cultures. How you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on NEC.

When in doubt, do not post.

Ensure that your posts and comments are accurate and not misleading, and that they do not reveal confidential information.

Respect copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regards to user-generated content (UGC).

Let the subject matter experts respond to negative posts.

You may come across negative or disparaging posts about NEC or see third parties trying to spark negative conversations. NEC’s President & CEO is the organization’s official spokesperson, so avoid the temptation to react yourself. Pass the post(s) along to the Director of Marketing & Communications so that an official response can be sent from the organization’s social media channel(s).

Be conscious when mixing your business and personal lives.

Online, your personal and business personas are likely to intersect. NEC respects the free speech rights of all its staff, but you must remember that visitors, colleagues, and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family and know that information originally intended just for friends and family can be forwarded on.

SOCIAL MEDIA GUIDING PRINCIPLES

Emerging platforms for online collaboration are fundamentally changing the way we work and communicate. Social media represents an essential channel of communication for reinforcing an organization’s messaging.

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FACEBOOK

Facebook is a well-rounded social media site to foster community and connect with donors, families, educators, and the general public.

Handle: [@NeuhausEducationCenter](https://www.facebook.com/NeuhausEducationCenter)

Frequently Used Hashtags: #Neuhaus #ScienceofReading #dyslexia #NeuhausSupportsTeachers #LiteracyLiberates #LiteracyForAll #NeuhausSupportsFamilies

TWITTER

Twitter is considered today’s modern public square. It’s an ideal platform for nonprofits to advocate for issues related to their mission and stay current with today’s influencers by tweeting and retweeting content which aligns with NEC messaging.

This platform is widely used by Neuhaus’ CEO, Dr. Tracy White Weeden. Her influence in the world of literacy and education provides an avenue to tie back to the Center’s services and mission.

Handle: [@NeuhausEdCtr](https://twitter.com/NeuhausEdCtr)

Frequently Used Hashtags: #Neuhaus #ScienceofReading #dyslexia #NeuhausSupportsTeachers #LiteracyLiberates #LiteracyForAll #NeuhausSupportsFamilies

LINKEDIN

LinkedIn is excellent for earning the reputation of being the “go-to” resource within a sector and boosting supporter confidence.

Postings on this platform would include original and shared articles, clips from conferences, and infographics relevant to infographics relevant to the impact of services.

Handle: [@NeuhausEducationCenter](https://www.linkedin.com/company/NeuhausEducationCenter)

Frequently Used Hashtags: #Neuhaus #ScienceofReading #dyslexia #NeuhausSupportsTeachers #LiteracyLiberates #LiteracyForAll #NeuhausSupportsFamilies

OTHER SOCIAL MEDIA SITES

[Pinterest](#) @NeuhausEdCtr

[YouTube](#) @NeuhausEdCtr

POSTING CRITERIA

The key to successful engagement is intentionally aligning content with an organization’s formulated messaging. Consistent updates that connect with Neuhaus’ target audiences enhance brand presence when each post is filtered through messaging strategies. The chart below partners content posting categories with the organizational messaging it reinforces:

Content Category	Reinforced Brand Messaging
Literacy for All	Posts will function as a way to showcase the need for NEC (i.e., educating followers on the Science of Reading using stats, Did You Know content, etc.)
Messages from the CEO	Post will be focused on leveraging CEO’s reach and passion.
Neuhaus Solutions	Because a large part of the NEC mission is equipping educators with the tools to be diagnostic and prescriptive, posts will primarily promote classes and materials offered by NEC. Posts will also function as an invitation for people who have participated in NEC classes to endorse NEC and post testimonial comments.
Family Support	Posts will highlight resources that NEC offers to families seeking help for their children and/or potential adult learners.
Collaborations with Strategic Partners	<i>Literacy for All</i> cannot be achieved alone, this posting category functions as a way to highlight collaborations with other mission-driven organizations, such as the Houston Branch of International Dyslexia Association (HBIDA) or the Houston Mayor’s Office of Adult Literacy (MOAL). <i>All posts should comply with NEC branding guidelines and should always tie back to NEC services.</i>
Donor Spotlight	Posts will function as a way to celebrate the support of active donors, with the potential to attract new donors, which aligns with each message composed for this audience category.