

WAUKESHA COUNTY BAR ASSOCIATION SOCIAL MEDIA POLICY

Social media are influential communication mechanisms that have a considerable impact on institutional and professional reputations. The Waukesha County Bar Association recognizes that the open nature of social media, which is often used for both professional and personal purposes, can blur the line between a personal voice and an organization's voice.

Waukesha County Bar Association, as an association or as an authorized section of the association, may form any social media group, such as a Facebook page, LinkedIn group, or a specific WCBA Twitter account, with the purpose of providing information to members on behalf of the WCBA or a WCBA section. An individual member shall not form any such social media group on behalf of the WCBA so as to give the impression that the individual member or group is acting on behalf of the WCBA, without the express written permission from the WCBA President with board approval. Further, no individual member or group shall give any representation that the individual or its group's members' view is the view of the entire WCBA section or the WCBA Board unless the individual or group received prior approval from the WCBA Board.

Further, the WCBA Board encourages the use of WCBA member's email for WCBA sections; however the use of said emails shall not be for the purpose of solicitation of or to express an individual's opinion that may not be that of the WCBA as a whole. To this end, it is the WCBA's policy to not release member's email addresses for personal use or for another's personal use.