

SPFA Policy – Social Media Guidelines for Volunteers

September 2025

This policy outlines guidelines applicable to all volunteers of the Spray Polyurethane Foam Alliance (SPFA), a nonprofit 501(c)(6) Trade Association, regarding the use of social media. It applies to all volunteers who may post on or interact with the association's official social media platforms (e.g., Facebook, X/Twitter, LinkedIn, Instagram) or who identify themselves as affiliated with the association on personal accounts. The purpose is to protect the association's reputation and brand, ensure alignment with SPFA's mission, and comply with legal and ethical standards.

Volunteers are ambassadors for SPFA, and social media activity is never fully private. This policy focuses on responsible use, particularly prohibiting the posting of controversial opinions on SPFA's platforms to ensure the maintenance of neutrality and professionalism. It complements any existing volunteer agreements or codes of conduct.

Scope

- **Association Platforms:** Any official accounts managed by SPFA where volunteers may be granted posting or moderation access by SPFA leadership.
- **Personal Accounts:** Guidelines apply if posts reference SPFA, use its branding, or could reasonably be linked to the individual posting in a volunteer capacity.
- **Forms of Social Media:** Includes but is not limited to Facebook, X/Twitter, LinkedIn, Instagram, TikTok, blogs, forums, and emerging platforms.

Volunteers must adhere to this policy at all times when engaging in activities related to SPFA. If uncertain about a post, consult SPFA's Executive Director before proceeding. Remember to always carefully consider each post when serving as an SPFA volunteer.

Guidelines for Use of Association Platforms

Volunteers with access to post on the association's platforms must:

- **Post Approved Content Only:** Stick to content that promotes SPFA's events, resources, member benefits, and industry updates. All posts must be pre-approved by SPFA's Director of Marketing & Communications or follow an established content calendar.
- **Prohibit Controversial Opinions:** Do not post or share any content expressing opinions on controversial, divisive, or sensitive topics - including politics, religion, social issues (e.g., debates on policy, ethics, or current events unrelated to the trade), or anything that could be interpreted as inflammatory or biased. This ensures SPFA remains neutral and focused on its mission.
- **Maintain Professionalism:** Use a respectful tone. Avoid humor that could be misinterpreted, sarcasm, or any language that might offend audiences.
- **Respect Confidentiality:** Do not share unpublished details about SPFA projects, member information, financial data, or internal discussions.
- **Obtain Permissions:** Get explicit consent before posting photos, videos, or mentions of members, staff, or partners. Do not tag individuals under 18 without approval.
- **Handle Interactions:** Respond to comments professionally. Report negative or disparaging content to SPFA's Executive Director rather than engaging directly.

Volunteers should never use SPFA platforms for personal promotion, fundraising (unless approved), or any non-SPFA-related content.

Guidelines for Personal Social Media Use

While personal accounts are your own, if you identify as an SPFA volunteer (e.g., in your bio or posts), your activity may reflect on the association. Therefore:

- **Disclose Affiliation Clearly:** If discussing SPFA-related topics, state that views are your own and do not represent those of the association.
- **Avoid Damaging Content:** Do not post disparaging, defamatory, or negative statements about SPFA, its members, staff, volunteers, or stakeholders. Refrain from content that could harm the association's reputation, even indirectly.
- **Exercise Caution with Controversial Topics:** While personal opinions are allowed on your own accounts, do not link them to SPFA. Be mindful that controversial posts (e.g., on politics, religious, or social debates) could be misconstrued as endorsed by SPFA if your affiliation is visible.
- **Protect Privacy:** Set appropriate privacy settings and avoid sharing confidential or proprietary association information.
- **Report Issues:** If you see content that reflects poorly on the association, notify SPFA's Executive Director.

Fundraising and External Engagement:

- Use only approved methods for fundraising via social media, such as linking to SPFA's official donation portal.
- When engaging with partners, vendors, or other organizations, obtain permission before sharing their materials or tagging them.
- Do not use contact details obtained through volunteering for personal social media purposes.

Handling Mistakes and Negative Feedback:

- **Correct Errors Promptly:** If a mistake is made (e.g., a factual error or misinterpreted post), notify SPFA's Director of Marketing & Communications immediately. Do not delete posts without approval; issue corrections or apologies as directed.
- **Manage Negative Comments:** On SPFA platforms, do not engage in arguments. Escalate to staff for handling. For personal accounts, avoid inflammatory responses.
- **When to Refrain from Posting:** During crises, social movements, or when facts are unclear, pause posting until guidance is provided.

Enforcement and Consequences:

- **Responsibility:** SPFA's Director of Marketing & Communications will monitor compliance and address issues. All SPFA volunteers must read and acknowledge their understanding and acceptance of this policy.
- **Violations:** Breaches may result in revocation of posting access, suspension from volunteering, or termination of volunteer role, depending on severity. Serious violations (e.g., legal risks like defamation) may involve sanctions up to and including revocation of SPFA membership.
- **Reporting:** Report concerns or misuse to Frank Mortl III, SPFA Executive Director at frankm@sprayform.org.
- **Review:** This policy will be reviewed annually or as needed.

This policy is intended to ensure responsible social media use to support SPFA's shared goals.