Ethical Use of Social Media in Fundraising

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#FRETHICS

2018 CAPITAL CONFERENCE
"The only thing a man can take beyond this lifetime is his ethics"

– Thomas Jefferson
What we’ll go over

• Notions about ethics and social media
• Facts and Figures
• Case Studies
• AFP Code of Ethics
Fake followers

Promoting tragedy in posts
Posting from wrong account

Not keeping personal life private

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right #gettngslizzerd
Game Show Time!

• Doing a search on Google for Ethics and Social Media how many results come back?

• 5,380,000 (source: Google)
Game Show Time!

• In China 91% of people use social media – what percentage use their real name on the social media accounts?

• 38% (source: Social Media Today)
Game Show Time!

- What percentage of social media users set all of their profiles to private?

- 46% (source: [Ask Your Target Market Study](#))
Case Studies

• Break into groups
  • Appoint a reporter
  • Read your group’s case study
  • Discuss how it fits into AFP Code of Ethics
  • At end, report your group’s discussion

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“What you say on Twitter may be viewed all around the world instantly.”

- Line 3 of Twitter’s Privacy Policy
As the Wendy Bell case illustrates, employees need to be careful when using social media because what they say might just cost them their jobs.

STORY BY PAUL J. GOUGH, PAGE 10
Resources

• AFP Code of Ethics
  http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3261

• NACGP Model Standards of Practice for the Chartable Gift Planner

• AFP Social Media Guidelines
  http://www.afpnet.org/About/content.cfm?ItemNumber=4626

• Electronic Frontier Foundation
  https://www.eff.org/search/site/ethics
What we discussed

- Notions about ethics and social media
- Facts and Figures
- Case Studies
- AFP Code of Ethics
- Resources for You

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Questions?
Contact me

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