

Ethical Use of Social Media in Fundraising

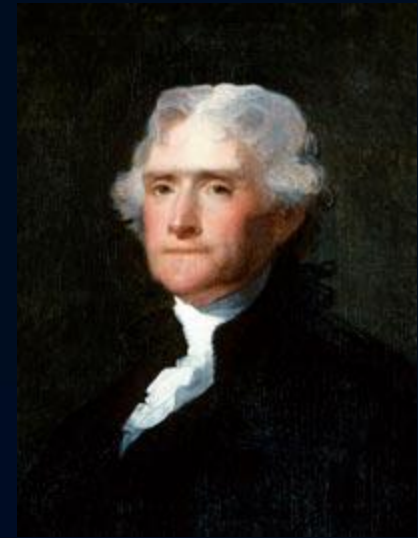
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#FRETHICS

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



#FRETHICS

Fake followers

Promoting tragedy in posts



Posting from wrong account

Not keeping personal life private



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

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

- Line 3 of Twitter's
Privacy Policy

Financial District

Fresh off its most recent success, F.N.B. Capital Partners is planning to raise another \$175 million fund.

PATTY TASCARELLA, 8



COVER STORY

WORDS TO THE WISE



Social media user



Follow

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



RETWEETS
10,600

FAVORITES
10,600



Resources

- AFP Code of Ethics
<http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3261>
- NACGP Model Standards of Practice for the Charitable Gift Planner
<https://charitablegiftplanners.org/standards/model-standards-practice-charitable-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

Questions?



Contact me

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Images on slides from: CBS, Getty, Twitter, Dave Tinker, & Wikipedia