



8676 Macomb Street · P.O. Box 912 · Grosse Ile MI, 48138 · 734-713-9505 · [www.oppgrosseile.org](http://www.oppgrosseile.org)

## Opportunity Grosse Ile Social Media Policy

**MISSION:** Opportunity Grosse Ile (OPPGI) is a collaboration of community, school, and business members working together to promote our island home. Through coalition building, resource development, joint planning and marketing, we promote living on, working in and enjoying Grosse Ile.

Our intent is to raise awareness of all the great amenities Grosse Ile has to offer to prospective homebuyers who are looking to live in Southeastern Michigan, as well as existing residents.

Our goal is to strengthen our community through:

- Increased home ownership
- Attendance in our schools and places of worship;
- Support of our many diverse community activities, and
- Financial support of our island businesses

Related to the third bullet above, our intent is to provide a “one-stop-shop” for web surfers to learn about as many groups available on Grosse Ile and their programs, events, mission, roles and achievements within our community. We have a great story to tell and we need your help!

As part of its social media policy, OPPGI will provide the following:

- 1) OPPGI will provide blogging opportunities on their website ([www.oppgrosseile.org](http://www.oppgrosseile.org)) to any Grosse Ile not-for-profit (501c(3) or similarly designated group. We want to provide an additional communications outlet for your non-profit to tell its story and promote your cause. (For-profit groups and businesses have an advertising opportunity available on the OPPGI website. Contact Ron Baker, executive director, at (248) 420-3276 for more information.)
- 2) OPPGI requires that you avoid negative/hostile/obscene/unsubstantiated blog topics focusing on individuals or groups, which could cast Grosse Ile Township, Grosse Ile Schools, Grosse Ile non-profit groups, businesses, residents, activities, programs and/or amenities in a negative light.
- 3) OPPGI reserves the right to refuse any submitted blog, based on the above topics. When such a potential blog is submitted and the webmaster determines that it may fall under the above topics, OPPGI’s social media subcommittee will review and vote on the submitted blog. (Remember part of the OPPGI mission is “*Through coalition building, resource development, joint planning and marketing, we promote living on, working in and enjoying Grosse Ile.*”)

- 4) OPPGI asks that you blog at least once a month, but no more than once a week in any given month.
- 5) OPPGI will provide a weblink to your nonprofit at the end of your blog where web surfers can click for more information (if applicable).
- 6) OPPGI will attach a disclaimer to each blog saying “The views reflected in this blog don’t necessarily reflect those of Opportunity Grosse Ile or its members.”
- 7) Use good judgment. Keep in mind that everything you publish will be public for a long time through referral links by outside groups.
- 8) Do not disclose any confidential information from your group, or provide any of your group’s information that is confidential or proprietary.
- 9) Respect your audience. Don’t insult, use obscene language, or behave in any way that would not be acceptable to Opportunity Grosse Ile or your nonprofit group.
- 10) Credit appropriately. Identify all copyrighted or borrowed material with citations and links. Identify who is talking about similar topics and link back to them if possible. Always give credit to the original material or author.
- 11) Be the first to correct your own mistakes. Since transparency is key, admit your mistake, apologize if necessary, correct it and move on.
- 12) Add value. Provide worthwhile information and perspective. OPPGI’s brand and your nonprofit’s brand is best represented by its people, and what you publish reflects on OPPGI and your group.
- 13) Always think before posting. If your comments give you pause, don’t post them. Maintain professional conduct in the virtual world as you would in the real world.
- 14) Enjoy telling your story!