



www.sharedvaluesolutions.com

Social Media *Un-Policy* for Creating Shared Value

Background

Shared Value Solutions Ltd. policies provide direction for our environmental, economic and social performance, and our approach to “creating shared value.” Our policies guide our business decisions. Creating shared value is at our core. We are passionate about achieving positive, practical solutions for projects, the people they affect, and the environment. We strive to find ways that projects can achieve their desired results while also providing additional value for all parties – in other words, how can we “create shared value”?

We are a full-service human environment consultancy with an integrated environmental planning, community engagement, socioeconomic, multimedia storytelling, and program evaluation team. We know that people don’t buy services from our company – they buy services from our people. As a social enterprise, this realization is very important to us. Connecting with our clients and our communities, and learning and sharing with them, is important to our success, the success of the communities in which we work, and the success of our clients.

Our Social Media Goals

We use social media to get together with people in industry and government and people from towns of all sizes to make amazing things happen – things none of us can dream up alone.

- 1) Our use of social media will help us uncover opportunities to create shared value, meet real needs, improve lives in tangible and intangible ways and help us create shared value in every project we touch.
- 2) With help from social media, we create, nurture and grow client-community ecosystems: problem-solving, solution generating networks of people, within and around the communities in which we work with our clients.
- 3) We foster knowledge of effective and appropriate social media use within our client-community ecosystems.
- 4) We know that family and friend networks are fundamental to social media. We connect those networks to our client-community ecosystems so that we can bring people we trust intimately, and their ideas, skills and perspectives, to further nurture problem-solving, solution generating networks of people.

A client community ecosystem is a problem-solving, solution generating network of people, within and around the communities in which we work with our clients, where people with expertise and knowledge connect with people who seek new and emergent knowledge.

SVS Social Media Un-Guidelines

1. We encourage everyone involved in our firm's work to grab hold of social media tools and dive in!
2. We love it when our people and their colleagues, friends and business network associates share exciting new ideas, content: 'ah-ha!' light bulbs and 'wow I just discovered this and it's amazing'.
3. We create opportunities for breathtaking, glistening knowledge sharing experiences.
4. We have open conversations about how we're learning (everyday) about better ways to use social media to network and nurture our local, regional, international client-community ecosystem.
5. We foster positive use of social media for learning, exploration, fun, creativity, innovation and nurturing of client-community ecosystems.
6. We share our achievements, successes, ways we overcome and transcend challenges, great moments at events we attend, things we're learning and major milestones.
7. We like it when people take breaks from high intensity work to sink into some social media time to break up the day, re-connect with family and friend networks, and engage with the spaces within client-community ecosystems that are personally exciting and rewarding.
8. We know that when people put their ideas out into the world through social media they are putting their hearts and souls into the public realm, and because this can sometimes be scary, we cherish and cultivate that courage with positive, affirmative and helpful support.
9. We have other policies and contractual tools and we know our employees and business partners will attend to these and reflect on how they apply to social media use.
10. We recognize that blogs, tweets, Facebook posts, LinkedIn profiles, etc. written by our employees and business partners outside of our firm's social media platforms, are entirely their own and if there is potential ambiguity, we know they will make reasonable attempts to make it clear who's views are presented, and that other reasonable people will recognize when ideas come from the firm and when ideas come from individuals.
11. We will not tolerate use of social media for harassment, slander or hate within our firm's social media platforms.
12. We like to say that if you wouldn't be comfortable expressing something in front of a parent, a child or a respected community leader, you probably shouldn't express it on social media.
13. We realize that once in a while we will all have an embarrassing social media snafu of one sort or another - it comes with the territory - and we will talk about those snafus with each other and learn from them.
14. We trust the people in our business to do huge, innovative, supportive, creative, exciting, positive, and shared value generating things in all aspects of our work, including use of social media.

We believe the desire to collaborate is innately human. Businesses and organizations are made up of people. So are communities. Our services support a world where people in industry and government, people from towns of all sizes, get together to make amazing things happen – things they couldn't have dreamed up alone. A world where people explore innovative ways to do business while enhancing the natural and social environment. We know that the impossible is possible – with the right people in the circle.



Shared Value Solutions Ltd. is an affiliate of the [Shared Value Initiative](#), a global community of practice among leading companies, civil society, and government organizations to drive adoption and implementation of shared value strategies.

Why an Un-Policy?

[Kendal Peiguss, Marketing Programs Manager at SmartBear Software - @kendalpeiguss](#) – suggests that businesses like ours create a social media Un-Policy to encourage social media use, rather than prescribe “appropriate” behaviour that might discourage social media use. We like this idea.

According to Peiguss, [“social media has emerged as an increasingly important part of people’s lives, and the savviest marketers have found ways to integrate it into lead nurturing to build stronger relationships..”](#) The old way of doing business is dying, and transparency – on social media, specifically – is more and more common.... Whether you’re an enterprise company or a small local business, prospects expect to be able to connect with *actual people* online. [A recent IBM study](#) estimates that **the number of CEOs active on social media will increase by over 40% in the next five years.** The study cites ‘openness within an organization’ as an increasingly important component of business success.”

Social media helps us build and strengthen what we call “client-community ecosystems”. A client-community ecosystem is a problem-solving, solution generating network of people, within and around the communities in which we work with our clients, where people with expertise and knowledge connect with people who seek new and emergent knowledge. We encourage everyone involved in our firm’s work to become active social media contributors, storytellers, knowledge sharers and nurturers of client-community ecosystems. Within client-community ecosystems, social media plays a big role in helping us find new connections, build relationships and create shared value across all of the communities in which we work.

Social media helps us connect intimately with the people who “get” what we do, who know the value of our expertise and who want to create win-win-win opportunities for themselves, their communities, and their business partners.

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Policy Number	Date Established	Revision Date
2014-01	2014-01-25	2014-01-25



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