

Social Media Policy

I. PURPOSE

The Organization endorsed the secure use of social media to enhance communication, collaboration, and information exchange: streamline processes; and foster productivity. This policy establishes this organization's position on the utility and management of social media and provides guidance on its management, administration, and oversight. This policy is not meant to address one particular form of social media; rather social media in general, as advances in technology will occur and new tools will emerge.

I. POLICY

Social media provides a new and potentially valuable means of assisting the Organization and its personnel in meeting community outreach, problem-solving, and related objectives. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable by administrative and board personnel. The organization also recognizes the role that these tools play in the personal lives of some organization members. The personal use of social media can have bearing on organization members in their official capacity. As such, this policy provided information of a precautionary nature as well as prohibitions on the use of social media by organization members.

II. DEFINITIONS

Blog: A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for "Web log."

Page: The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.

Post: Content and individual shares on a social media site or the act of publishing content on a site.

Profile: Information that a user provides about himself or herself on a social networking site.

Social Media: A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, My Space), micro blogging sites (Twitter, Nixle), photo-and video -sharing sites (Flicker, You Tube), wikis (Wikipedia), blogs, and news sites (Digg, Reddit).

Social Networks: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

Speech: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communications.

Web 2.0: The second generation of the World Wide Web focused on sharable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.

Wiki: Web page(s) that can be edited collaboratively.

IV. ON -THE- JOB- USE

A. Diamondhead Diamondhead Main Street- Sanctioned Presence

1. Determine strategy
 - a. Where possible, each social media page shall include an introduction statement that clearly specifies the purpose and scope of the agency's presence on the website.
 - b. Where possible, the page(s) should link to the Diamondhead Diamondhead Main Street's official website.
 - c. Social media page(s) shall be designed for the target audience(s) such as youth or potential Diamondhead Diamondhead Main Street Members.
2. Procedures
 - a. All Diamondhead Diamondhead Main Street social media sites or pages shall be approved by the Diamondhead Diamondhead Main Street Board and shall be administered by the Diamondhead Diamondhead Main Street Director or as otherwise determined.
 - b. Where possible, social media pages shall clearly indicate they are maintained by Diamondhead Diamondhead Main Street and shall have contact information prominently displayed.
 - c. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies.
 - d. Where possible, social media pages should state that the opinions expressed by visitors to the page(s) do not reflect the opinions of Diamondhead Diamondhead Main Street.
 - (1) Pages shall clearly indicate that posted comments will be monitored and that the Diamondhead Diamondhead Main Street reserves the right to remove obscenities, off-topic comments, and personal attacks.
 - (2) Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.
3. Diamondhead Diamondhead Main Street-Sanctioned Uses
 - a. Diamondhead Diamondhead Main Street members representing the organization via social media outlets shall do the following:
 - (1) Conduct themselves at all times as representatives of the organization and, accordingly, shall adhere to all organization standards of conduct and observe conventionally accepted protocols and proper decorum.
 - (2) Identify themselves as a member of Diamondhead Main Street.
 - (3) Not conduct political activities or private business.

III. PERSONAL USE

A. Precautions and Prohibitions

Members shall abide by the following when using social media.

1. Members are free to express themselves as private citizens on social media sites to the degree that their speech does not impair working relationships of this Organization for which loyalty and confidentiality are important, impede the performance of duties, impair harmony among Members, or negatively affect the public perception of the Organization.
2. Members may not divulge information gained by reason of their authority; make any statements, speeches, appearances, and endorsements; or publish materials that could reasonably be considered to represent the views or positions of this organization without express authorization.

STATEMENT OF UNDERSTANDING

I have read, understood, and agreed to the organization's policies.

I, _____ hereby acknowledge and declare that:

Print Name: _____

1- I confirm that I have received, read and understood the following Social Media policies:

_____ Social Media Procedure

Signed: _____

Date: _____