

**Stansbury Service Agency
Social Media
Policy and Guidelines**

Purpose:

This policy is to provide guidelines for behavior and retention on all forms of social media for agency-owned social media accounts. Stansbury Service Agency recognizes the important role that social media plays in the agency-community relationship. Social Media is a practical and efficient channel for communicating important information to stakeholders, including residents and the larger community. Although the agency's website is the authoritative source for information about the agency, the agency's social media accounts will constitute the front line of official communication with the public. Use of official social media accounts requires accountability, self-discipline, etiquette and skill. Access to these accounts should therefore be limited to specific individuals with specific, well-defined roles.

Policy:

1. Employees and representatives of Stansbury Service Agency will conform to all appropriate laws and regulations when utilizing social media channels.
2. Stansbury Service Agency will create and maintain various social media accounts as deemed appropriate by the Board for the agency's audience. Any new platform must be authorized by the Board before accounts are created.
3. Access to official social media accounts will be limited to the agency General Manager, a single backup designee from the staff, and a single Board member as designated and voted on by the Board.
4. Board member access to official social media accounts is exclusively for purposes of governance.
5. Account administrators will not share personal pages or posts to their timelines.
6. Account administrators will use discretion when sharing third party, non-personal posts to their timelines (see Guidelines).
7. Account administrators will not comment on or react to third party postings.
8. Postings to official social media channels shall not include content that may be deemed political, polarizing, controversial in any way, or that represents the mood, political bias or philosophical leanings of the individual poster.
9. Official social media channels will not be used for personal marketing.
10. Postings to official social media channels should adhere to the style guidelines enumerated in the Guidelines section below.
11. Ultimately, the poster takes sole responsibility for what they post to official social media channels. Violating any part of this policy will result in immediate loss of access to all official social media accounts.
12. All page data will be downloaded annual and stored according to the Records Management Policy and Retention Schedule.

Guidelines

- A. Official social media should be used to provide unique perspectives on what is happening at the agency. Posts should be written in an interesting and informative manner.
- B. Write shorter entries more often to show you are engaged.
- C. Post meaningful, polite and respectful comments.
- D. Take any conversation that is not immediately applicable to the general audience offline.
- E. Do not pick fights or engage in irrelevant discourse.
- F. Do not post or comment as an individual. You are not you when using official Stansbury Service Agency channels. You are Stansbury Service Agency.
- G. Do not respond negatively to comments with which you do not agree.
- H. Properly attribute all content. Do not repost copyrighted material (including graphics) and use links to original sources as appropriate.
- I. User proper grammar, punctuation and appropriate paragraph spacing.