

Facebook and Social Media Use Policy

PURPOSE/OBJECTIVE:

The City Clerk and Municipal Finance Officer Association (CCMFOA/Association) Facebook page is provided to promote CCMFOA activities and events, foster networking, and support the sharing of information which serves the interests of the Association and its members. Members are expected to use the resource properly and in accordance with this policy. This policy is intended to ensure the social media tool serves the purpose for which it is being provided.

ESTABLISHMENT AND ADMINISTRATION:

The Facebook page shall be established as a communication resource for CCMFOA members to network and promote membership in CCMFOA, and to serve as an outreach to municipal clerks. The Facebook page shall be kept active as a forum for sharing Association activities and events.

The Executive Committee shall designate the individuals who will have Administrative rights on the Social Media account. A minimum of two individuals will have administrative rights at all times. Administrators will be responsible for establishing the page settings, creating permissions and approval levels for the posting of information to the Association Facebook page; and for keeping the social media resource active and the information current. The Executive Committee and/or the Board President shall direct and coordinate the posting of new content and information to the Facebook page.

The Executive Committee shall review the effectiveness of the page biannually at their Board meetings.

STANDARDS FOR USE:

CCMFOA considers Facebook to be an essential means of communication and recognizes the importance of conveying a professional image through the posting of proper content. Pages, posts, comments and content shall be framed in a positive manner with the intent to provide factual information which is suitable for public display. This policy shall not limit protected First Amendment speech.

Users should adhere to the following guidelines:

Content shall be associated with and shall not conflict with the interests of the municipal clerk profession, CCMFOA or the International Institute of Municipal Clerks (IIMC).

Content should include but not be limited to highlighting CCMFOA programs and events, municipal clerk achievements, local training resources and new regulations applicable to the municipal clerk profession.

Content should promote and direct users to the Association website and other Association resources.

Comments, posts and content should be professional and concise.

Comments, posts and content should relate to the posted topic - should not be jokes or stories.

Articles and comments containing any of the following forms of content, including but not limited to, shall not be allowed:

Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.

Vulgar, offensive, profane, threatening, defamatory, harassing language or content harmful to others.

Sexual content or links to sexual content.

Solicitations of commerce.

Conduct or encouragement of illegal activity.

Content that violates privacy protection laws, confidential information, legal ownership interests, copyright infringement, intellectual property rights or other licensing requirements of third parties should never be posted.

Comments posted to the CCMFOA Facebook page shall be monitored and CCMFOA reserves the right to access, view and remove social media content, messages and electronic files. Comments and opinions expressed by the network (friends, followers, etc.) in response to CCMFOA published information is theirs alone and shall not reflect the opinions of the Association or its members. CCMFOA accepts no liability for the content of pages, posts and comments. The Executive Board reserves the right to change this policy at any time.