

Alexandria Area Economic Development Commission Social Media Policy



Purpose

This policy establishes guidelines for the establishment and use by the Commission of social media sites as a means of conveying information to businesses and residents. The intended purpose behind establishing of social media sites by the Commission is to disseminate Commission information and activities. The Commission has an overriding interest and expectation in deciding what is conveyed to the public.

For purposes of this policy, “social media” is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Social media includes, but not limited to:

- Blogs and micro blogs such as Word Press and Twitter
- Social Networks such as MySpace and Facebook
- Professional Networks, such as LinkedIn
- Video Sharing such as YouTube and video weblogs
- Audio Sharing such as podcasts
- Photo Sharing such as Flickr and Photobucket
- Social Bookmarking such as Digg and Delicious

For purposes of this policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on a Commission social media site.

General Policy

The establishment and use by any Commission social media sites are subject to approval by the Executive Director. All Commission social media sites shall be administered by Commission staff.

Commission social media sites must make clear that they are maintained by the Commission and that they follow the Commission’s Social Media Policy.

Wherever possible, Commission social media sites should link back to the official Alexandria Area Economic Development Commission website for forms, documents, online services and other information necessary to conduct business with the Commission. The website, www.alexmn.org, will remain the Commission’s primary and predominant internet presence.

A Commission staff will monitor content on social media sites to ensure adherence to both the Commission’s Social Media Policy and the interest and goals of the Commission. The Commission reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Commission for a reasonable period of time, including the time, date and identity of the poster, when available.

All Commission social media sites shall adhere to applicable federal, state and local laws, regulations and policies. The following rules apply for the Commission’s use of social media sites:

- Comments on topics or issues not within the jurisdictional purview of the Commission may be removed.
- Employees representing the Commission via social media sites must conduct themselves at all times as a representative of the Commission and in accordance with all Commission policies.
- This Social Media Policy may be revised at any time.

Comment Policy

As a tax funded, non-profit organization, the Commission must abide by certain standards to serve all its constituents in a civil and unbiased manner. The intended purpose behind establishing the Commission's social media sites is to disseminate information from the economic development activities, which may include, but not limited to, local units of government decisions, business activities including expansion, construction, wage and job goals, events, conferences and topics related to economic development to the general public.

Comments containing any of the following inappropriate forms of content shall not be permitted on Commission social media sites and are subject to removal and/or restriction by the Executive Director:

- Comments not related to the original topic, including random or unintelligible comments;
- Profane, obscene, violent, or pornographic content and/or language;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- Defamatory or personal attacks;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns or ballot measures;
- Advertising of any business or product for sale that does not adhere to the Commission's mission or development priorities;
- Conduct in violation of any federal, state or local law;
- Encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems; or
- Content that violates a legal ownership interest, such as a copyright, of any party.

A comment posted by a member of the public on any Commission social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by nor do such comments necessarily reflect the opinions or policies of the Alexandria Area Economic Development Commission.

The Commission reserves the right to deny access to the Commission's social media sites for any individual, who violates the Commission's Social Media Policy, at any time and without prior notice. Commission staff shall monitor their social media sites for comments requesting responses from the Commission and for comments in violation of this policy.

The Executive Director is authorized to respond to comments.

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