

RCCC Social Media Policy – DRAFT for approval at 11/11/21 RCCC Meeting

Last Approved: [date of vote to adopt]

1. Introduction

Rabbit Creek Community Council (RCCC) recognizes that online social platforms including message boards, media sharing websites, and social networking services, are constantly transforming the way we interact with one another. We also understand the importance of the internet in complementing our existing ability to rapidly share information and obtain input from RCCC membership. RCCC is therefore committed to supporting the development of an active and informative online presence.

2. RCCC Social Media Objective

To leverage social media to expand membership and advance the Council's purpose to provide a direct and continuing means of citizen participation in local affairs.

3. Summary of Contents

This social media policy provides:

- a. A basic set of **protocols** for RCCC's social media activities,
- b. **Guidelines** for appropriate content that advances the RCCC mission, and
- c. Appropriate succession measures to sustain account **operations**.

4. Social Media Protocols

- a. The Social Media Subcommittee of the RCCC Membership, Outreach & Communication Committee shall each year update the [Social Media Annual Plan](#) with appropriate goals and metrics for board approval no later than the annual March meeting;
- b. RCCC Social Media posts may be made by the RCCC chair(s), members of the RCCC Social Media Subcommittee, or any other party that has received express permission or direction to do so from the chair(s);
- c. The act of making a post on behalf of the RCCC constitutes acknowledgement of familiarity with the most recently approved RCCC Social Media Policy.

5. Content Guidelines

- a. Respectful and Relevant Content in posts from Official RCCC Accounts
 - i. Use common sense;
 - ii. Follow the rules of the social media sites;
 - iii. Speak respectfully about RCCC, our members, and all participants in our community;
 - iv. Write knowledgeably, clearly, and with appropriate professionalism;

- v. Remain objective and refrain from sharing opinions or positions that have not been approved by RCCC vote;
 - vi. Fact check all post content for accuracy;
 - vii. Honor the privacy rights of our Board, our members, and our partners by seeking permission before posting anything that could be considered private information;
 - viii. Respect the law, including those governing defamation, discrimination, harassment, copyright, and fair use.
- b. Content Moderation in RCCC-administered social media spaces
- i. Public comments, discussion, constructive dialog, and opinions are welcome from personal accounts as long as content is respectful, brief, and pertinent to topics of concern to or under consideration by RCCC;
 - ii. RCCC co-chairs or Social Media Subcommittee members may delete posts or comments that are slanderous, obscene, soliciting, or in conflict with RCCC's content guidelines;
 - iii. Public content may be moderated by RCCC chair(s) and Social Media Subcommittee in accordance with these content moderation guidelines;
 - iv. Any RCCC members with concerns about public content in RCCC administered spaces should contact the chair(s) or provide notice of such concern via email to RabbitCreekCC@gmail.com;
 - v. Any posts that appear threatening in nature should be documented prior to reporting to the platform, removing, and/or contacting relevant authorities.
- c. Content Selection and use of Social Media and the RCCC Website
- i. Social media posts are generally made to share information of current interest or importance such as meeting announcements or reports between meetings of items of current interest to the RCCC and its committees or directly affecting residents.
 - ii. Social media platform algorithms generally do not share all posts with all users who may be interested in an item, therefore social media should not be used as a primary notification system or with the assumption that all current users will see an item posted. In some cases the RCCC may authorize paying fees for placing a higher priority on critical items and "boosting" the posts for a period of time to increase engagement with an important item.
 - iii. Items that are of longer term interest should be posted on the RCCC Website for access over time. A social media post alerting residents to new web content may provide additional awareness of the new content.
 - iv. Social media content is not regarded as secure or backed up, therefore important items posted on social media should also be stored in a location that is backed up for future use or reposting.

6. Account Operations

- a. All new social accounts to be opened or closed will be brought before the RCCC Board and membership for a vote;
- b. Established accounts presently include:
 - i. [Facebook Community Page](#)
 - ii. [NextDoor Group](#)
- c. Social media never rests - all new accounts must contain a disclaimer that notifies users that accounts are unmonitored and any correspondence to RCCC should be submitted via email at RabbitCreekCC@gmail.com;
- d. All existing and new social media accounts to be established using RabbitCreekCC@gmail.com as the primary user with the current password kept secure and recorded by the secretary and social media chair for future retrieval along with any related security questions a new administrator may need to access an account.

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