



## SOCIAL MEDIA GUIDELINES

The mission of Safe Communities (SC) Northumberland County is to make Northumberland County the safest and healthiest place to live, learn, work and play. Our vision is to support the establishment and implementation of a coordinated approach to addressing safety issues in Northumberland County as identified in the September 24, 2013 Injury Prevention Priority Setting Exercise.

With the mission and vision in mind, social media networks such as Facebook, Twitter and YouTube offer exciting opportunities for SC Northumberland County members to share knowledge, report on activities, and connect with the community.

The official spokespeople for SC Northumberland County are the Co-Chairs of the Lead Table.

For the purposes of posting messages/creating content on the SC Northumberland County official Facebook page, twitter account, Website etc., the Coordinator(s), or designate, will be responsible.

Lead Table and Sub-Committee members are encouraged to bring messages/event notices to the Coordinator(s) that they wish to have posted/tweeted etc.

Lead Table and Sub-Committee members are encouraged to re-post, "like" and re-tweet messages that appear on the official SC Northumberland County social media forums.

Members who wish to post messages/comments about SC Northumberland County via their own personal media channels are reminded that your opinions, even those intended to be private, could be construed as the opinion of SC Northumberland County. You are personally responsible for the content you publish online through social media, and can be held liable for any commentary deemed to be defamatory, obscene, proprietary or libelous. Remember, if you're online, you're on the record.

Here are some general guidelines for posts, comments etc.:

### **Disclosure of Identity**

When communicating via social media, you will:

1. Disclose who you are, who you work for, and any other relevant affiliations from the very first encounter
2. Clearly state your role and goals
3. While you want to be honest about who you are, don't provide personal information that scam artists or identity thieves could use. Protect your own personal information and use the privacy control features that are available for the site



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### **Post Accurate, Concise and Useful Information**

1. Make sure that you are contributing information that will be of use to readers
2. Be positive and add value
3. Do not solicit/sales pitch for private for-profit business related activities/enterprises under the guise that SC Northumberland County endorses such activities/enterprises
4. Make sure that you have all the facts before you post
5. To avoid having to post corrections or make retractions later, fact-check all information with sources before you post
6. If you make an error, correct it quickly and visibly

### **Be Respectful**

1. Always respect the dignity of others and engage in civil and thoughtful discourse of opposing ideas
2. Post meaningful, respectful comments
3. If you ever feel angry or impassioned about a subject, refrain from posting until you are calm and level-headed

### **Maintain Confidentiality**

1. Do not post confidential information about fellow colleagues or members of the public
2. Do not use the SC Northumberland County name or logo on any personal sites you might maintain
3. Do not use the SC Northumberland County name or logo to promote or endorse any product, cause or political party or candidate

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## **Guidelines for Official SC Northumberland County Postings/Content**

Posting messages and content on the official SC Northumberland County sites/forums will be the responsibility of the SC Northumberland County Coordinator(s) or designate

### **Monitor, Update Regularly and Respond**

1. All reasonable efforts will be made to notify those who post comments/content about the SC Northumberland County Acceptable Use Expectations & Terms related to comments/content
2. Aim for regular, consistent postings and updates, at least once a week and, depending on the platform, more frequently



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3. If making contact information available so that questions can be submitted, be sure to have the ability to respond in a timely fashion
4. Monitor the statements/results of social media messages/outreach to ensure proper disclosure and truthfulness including best practices for good-faith efforts to attempt to correct misstatements and misrepresentations
5. Attempt to add any missing disclosure and correct any misrepresentation or inaccurate statements
6. Keep a record of all attempts to correct errors
7. A strategy for responding, especially to negative “inflammatory, disruptive or inaccurate postings” reactions, will include re-posting the Acceptable Use Expectations & Terms
8. Repeated failure to meet the Acceptable Use Expectations & Terms will result in, for example, the post/content being removed and that user being blocked from making further comments/creating content
9. Discontinue any relationship with an SC Northumberland County member who repeatedly fails to meet disclosure or truthfulness requirements/ Acceptable Use Expectations & Terms