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## MID-COLUMBIA ECONOMIC DEVELOPMENT DISTRICT

### SOCIAL MEDIA POLICY

#### **PURPOSE**

Mid-Columbia Economic Development District (MCEDD) may utilize social media and networking sites to further enhance communications with various stakeholder organizations in support of the organization's goals and objectives. MCEDD has the ability to publish articles, facilitate discussions and communicate information through various media related to conducting economic development business. Social media facilitates further discussion of MCEDD related issues, operations and services by providing members of the public the opportunity to participate in many ways using the Internet.

#### **POLICY**

Nothing in this policy is intended to abridge employee's rights under state or federal laws, nor to interfere with the employees' appropriate use of business-related social networking websites, blogs, interactive websites that are used by employees as part of their employment with MCEDD or for professional development purposes.

1. All MCEDD social media sites shall be (1) approved by the Executive Director of MCEDD; (2) published using approved MCEDD social networking platform and tools; and (3) administered by a MCEDD designated social media moderator. Social media moderators can be any employee or volunteer designated by MCEDD that has a complete understanding of this policy and has appropriate content and technical experience.
2. All MCEDD social networking sites shall adhere to applicable federal, state and local laws, regulations and policies.
3. Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.
4. The MCEDD social networking sites are subject to the State of Oregon and Washington's public record laws. Relevant state and federal records retention schedules apply to social networking site content. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Content submitted for posting that is deemed not suitable for posting by a MCEDD designated social networking moderator because it is not topically related to the particular blog article being commented upon, or is deemed prohibited content based on the criteria in Section 9 of this policy, shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed not suitable for posting.
5. All social network sites and entries shall clearly indicate that any article and any other content posted or submitted for posting are subject to public disclosure. All



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- social network sites shall include a notification on the home page that public disclosure requests must be directed to MCEDD.
6. MCEDD reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
  7. MCEDD designated social networking moderators shall allow blog comments that are topically related to the particular blog article being commented and thus within the purpose of the limited public forum, with the exception of the prohibited content listed in Section 9 of this policy.
  8. MCEDD social networking sites shall include an introductory statement which clearly specifies the purpose and topical scope of the social network site. Where possible, social networking sites should link back to the official MCEDD Internet site for economic development services and other information.
  9. MCEDD social networking content and comments containing any of the following forms of content shall not be allowed for posting:
    - a. Comments not topically related to the particular site or blog article being commented upon;
    - b. Profane language or content;
    - c. 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;
    - d. Sexual content or links to sexual content;
    - e. Solicitations of commerce;
    - f. Conduct or encouragement of illegal activity;
    - g. Information that may tend to compromise the safety or security of the public or public systems; or
    - h. Content that violates a legal ownership interest of any party.
  10. All MCEDD designated social networking moderators shall be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.
  11. All social networking sites shall clearly indicate they are maintained by MCEDD and shall have MCEDD contact information prominently displayed.
  12. Where appropriate, MCEDD's security policies shall apply to all social networking sites and articles.
  13. Employees representing MCEDD via social media outlets must conduct themselves at all times as a representative of MCEDD and in accordance with all human resource policies (See Employee Guidance for Participating in Social Networking section).
  14. MCEDD employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.



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#### DEFINITIONS

For the purpose of the MCEDD social media policy, the following terms are defined as provided below:

1. **Social Media:** Social media is content created by individuals using accessible and scalable technologies through the Internet. Examples of social media include Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, Flickr, etc.
2. **Blog:** (an abridgment of the term web log) is a MCEDD website with regular entries of commentary, description of events, or other material such as graphics or video.
3. **MCEDD Author:** An authorized MCEDD official that creates and is responsible for posted articles and information on social media sites (see Article definition below).
4. **Article:** An original posting of content to a MCEDD social media site by a MCEDD author.
5. **Commenter:** A MCEDD official or member of the public who submits a comment for posting in response to the content of a particular MCEDD article or social media content.
6. **Comment:** A response to a MCEDD article or social media content submitted by a commenter.
7. **MCEDD Social Media Moderator:** An authorized MCEDD official, who reviews, authorizes and allows content submitted by the public to be posted to MCEDD social media sites.

#### BLOG STANDARDS

Comments submitted by member of the public must be directly related to the content of the articles. Submission of comments by member of the public constitutes participation in a limited public forum. MCEDD social media moderators shall allow comments that are topically related to the particular article being commented and thus within the purpose of the limited public forum, with the exception of the prohibited content listed in Section 9 of this policy.

#### Author and Commenter Identification

1. MCEDD social media moderators and public commentators shall be clearly identified. Anonymous blog posting shall not be allowed.
2. Enrollment of public commentators shall be accompanied by valid contact information, including a name, address, and email address.

#### Ownership and Moderation



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1. The content of each MCEDD blog shall be owned by and the sole responsibility of MCEDD.
2. Documents and articles submitted to a MCEDD blog shall be moderated by designated MCEDD employees.

#### **Blog Comments and Responses**

1. All blog articles and comments shall be reviewed and approved by MCEDD social media moderators before posting on MCEDD blog.
2. All blog articles and comments submitted for posting with attached content shall be scanned using antivirus technology prior to posting.
3. The linked content of embedded hyperlinks within any MCEDD blog articles or blog comments submitted for posting shall be evaluated prior to posting. Any posted hyperlinks shall be accompanied by a disclaimer stating that MCEDD guarantees neither the authenticity, accuracy, appropriateness nor security of the link, web site or content linked thereto.

#### **EMPLOYEE GUIDANCE FOR PARTICIPATING IN SOCIAL NETWORKING**

MCEDD understand that social networking and Internet services have become a common form of communication in the workplace and among stakeholders and citizens. Social networks are online communities of people or organizations that share interests and/or activities and use a wide variety of Internet technology to make the interaction a rich and robust experience. MCEDD employees that choose to participate in social networks should adhere to the following guidelines:

1. MCEDD policies, rules, regulations and standards of conduct apply to MCEDD social media moderators that engage in social networking activities while conducting agency business.
2. MCEDD social media moderators and alliance agency employees shall notify their supervisor if they intend to create a social networking site or service to conduct agency business.
3. MCEDD has the option of allowing agency employees to participate in existing social networking sites as part of their job duties. MCEDD may allow or disallow employee participation in any social networking activities in their organization as a part of agency business.
4. Protect your privacy, the privacy of citizens, and the information MCEDD holds. Follow all privacy protection laws (i.e. HIPPA) and protect sensitive and confidential agency information.
5. Follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws and any other laws that might apply to MCEDD or functional area.
6. Do not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their approval.



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7. Do not use ethnic slurs, profanity, personal insults, or engage in any conduct that would not be acceptable in the workplace. Avoid comments or topics that may be considered objectionable or inflammatory.
8. If you identify yourself as an employee of MCEDD, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, citizens and other stakeholders.
9. Correct your mistakes, and don't alter previous posts without indicating that you have done so. Frame any comments or opposing views in a positive manner.
10. Add value to MCEDD through your interaction. Provide worthwhile information and perspective.