



# CESA State Board Policy

<b>Title</b>	CESA Social Media Policy	<b>Original Approval Date</b> April, 2016
		<b>Revision &amp; Re-adoption Date(s)</b> Aug 2017
<b>Purpose</b>	<p>The purpose of this Social Media and Website Policy is to provide guidance to those members of the California Emergency Services Association (herein referred to as "CESA" and/or the "organization") and collective chapters on matters relating to social network websites such as Facebook, Twitter, and LinkedIn. Social network websites offer substantial opportunities to communicate to members of the organization, and if used properly, may provide added membership benefits. This policy will establish guidelines and parameters for members administering social networking sites (herein referred to as "social network administrator(s)").</p>	
<b>Section</b>	<b>The Association Board adopted the following policy:</b>	
<b>1.0</b>	<p>CESA members and chapters shall only maintain official CESA social network accounts for the organization. Chapters shall not establish social network sites on their own without prior approval of the State Board. Multiple social network sites could lead to confusion and/or have a negative impact on the professionalism and branding of the organization.</p>	
<b>2.0</b>	<p>Only members authorized by CESA are permitted to post on social network websites on behalf of the organization. These authorized members will be referred to as the social network administrator(s).</p> <p>If chapters wish to post activities to social media sites, it shall be the Chapter Presidents responsibility to identify people within their chapter who may act and post social media of behalf of the chapter.</p> <p>The CESA Executive Director shall be the person to establish the account for these identified individuals after approval is obtained and the Executive Director shall maintain documentation of who has access to the system.</p>	
<b>3.0</b>	<p>Any information posted, or pages created, on behalf of the organization must:</p> <ul style="list-style-type: none"> <li>• Directly pertains to the organization.</li> <li>• Contain information that is freely available to the public and that is not made confidential by any local, state, or federal law.</li> <li>• Not contain personal information of any individual or member.</li> <li>• Present the organization in a positive light with professionalism.</li> <li>• Not include language of a nature that is lewd, offensive, obscene, racial, political, or illegal. Information, posts, and comments shall also be neutral and unbiased. Replies to posts shall follow these guidelines and avoid argumentative tones or inappropriate responses.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Posting of messages and/or links/retweets should occur on a regular basis to remain active and engaging to the membership/followers of the social media sites. The designated social network administrator(s) should also review the content on each site at least once per week. In the event of local or regional emergency, the social network administrator(s) will be excused from any time constraints as established in this policy.</li> <li>• If the social network administrator(s) feel that any content, posts, tweets, replies, etc., are inappropriate, at their own discretion the social media administrator(s) may remove the content.</li> <li>• Postings should avoid endorsements, advertisements, political campaign jargon, etc., unless explicitly directed by the State Board in accordance with the CESA constitution.</li> <li>• Postings made by the social network administrator(s) will represent the state organization as well as each chapter equally.</li> <li>• Photographs posted on social media sites shall have the permission of the owner or copyright holder. Pictures of individuals who can be identified shall have a signed release and/or have had a posting at the event with an image disclaimer.</li> </ul>
<p><b>4.0</b></p>	<p>Procedures</p> <ul style="list-style-type: none"> <li>• The State Board or any Chapter will forward Social Network requests to the appropriate social network administrator(s). These may include events, articles, links, and pertinent Emergency Management topics, membership drives, etc. The identified administrator in turn will post the information on the appropriate CESA social network sites.</li> <li>• The social network administrator(s), receiving any promotion of events of activities not related as a CESA sponsored events will be forwarded to the State Board Officers for approval. This will be in accordance with the guidance as established in Section II.</li> </ul>