



Social Media Policy

Development and Use of ACC Social Media Sites

Purpose

This policy establishes guidelines for the development and use of social media sites by the Anthem Community Council, Inc. (ACC) and its departments as a means of communicating relevant information to the public. The intended purpose for the ACC and its departments in developing and using social media sites is to disseminate pertinent and accurate information regarding ACC news, events and services to the public in a timely and effective manner.

For purposes of this policy, “social media” is understood to be content created by individuals using accessible, expandable and upgradable publishing technologies through the internet. Examples include Facebook, Instagram, YouTube and Twitter. For purposes of this policy, “material” is understood to be any content that is to be posted on a social media site. Examples include articles, pictures, videos or any other form of communication.

General Policy and Procedures

1. Current ACC approved forms of social media include Facebook, Instagram, YouTube and Twitter.
2. All official ACC social media sites shall be in accordance with this policy and all applicable local, state and federal laws.
3. Use of social media shall support the objectives of the ACC and present the ACC in a positive and professional manner.
4. Official ACC social media sites will be developed and maintained through the ACC’s Communications & Public Affairs Department.
5. All material and comments requested to be posted on an official ACC social media site will be submitted, reviewed and approved through the ACC’s Communications & Public Affairs Department. This includes images, logos, icons, videos, audio files, web links and documents.
6. ACC social media sites are meant to promote the activities and efforts of the ACC and its departments only. They are not to be used to promote other individuals, businesses or organizations, unless approved by the Communications Director.
7. Official ACC social media sites will utilize the branding and image standards approved by the ACC, such as colors, logos, image elements, etc.
8. Official ACC social media sites will clearly state that they are maintained by the ACC and that they follow the ACC’s Social Media Policy.

9. All ACC social media sites will respect copyright and fair use laws. Material will not be posted unless the ACC has the right to use the material. The ACC must either own the copyright to or have a valid license (written permission) to use the content.
10. All ACC social media sites will link back to OnlineAtAnthem.com.
11. The ACC website OnlineAtAnthem.com will remain the ACC's primary and predominant Internet presence.
12. Employees representing the ACC via official ACC social media sites must conduct themselves at all times as a representative of the ACC and in accordance with all ACC policies.
13. ACC facilities and amenities shall not have an individual social media presence (i.e. separate Facebook page, Twitter account, etc.), but will be included in the Anthem Community Council accounts.
14. This Social Media Policy may be revised at any time.

Comment Guidelines

1. The ACC's Communications & Public Affairs department will monitor comments on all official ACC social media sites to ensure adherence to both the ACC's Social Media Policy and the interest and goals of the ACC.
2. Comments containing any of the following inappropriate forms of content are not permitted on ACC social media sites and are subject to removal and/or restriction.
 - a. Comments not related to the original topic, including random or unintelligible comments.
 - b. Profane, obscene, violent, or pornographic content and/or language.
 - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender or national origin.
 - d. Defamatory or personal attacks.
 - e. Threats to any person or organization.
 - f. Comments in support of, or in opposition to, any political campaigns or ballot measures.
 - g. Solicitation of commerce, including but not limited to advertising of any business or product for sale.
 - h. Conduct in violation of any federal, state or local law.
 - i. Encouragement of illegal activity.
 - j. Information that may tend to compromise the safety or security of the public or public systems.
 - k. Content that violates a legal ownership interest, such as a copyright, of any party.
3. A comment posted by a member of the public on any ACC 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, the ACC, nor do such comments necessarily reflect the opinions or policies of the ACC.
4. The ACC reserves the right to deny access to ACC social media sites for any individual who violates the ACC Social Media Policy at any time and without prior notice.

Facebook Specific Guidelines

1. All ACC users of Facebook must follow Facebook Terms of Service in its entirety located at <http://www.facebook.com/terms.php?ref=pf>, including their terms on safety.

YouTube Specific Guidelines

1. All ACC users of YouTube must follow YouTube Terms of Service in its entirety located at <http://www.youtube.com/t/terms>.

Twitter Specific Guidelines

1. All ACC users of Twitter must follow Twitter Terms of Service in its entirety located at <http://twitter.com/tos>.

Instagram Specific Guidelines

1. All ACC users of Instagram must follow Instagram Terms of Service in its entirety located at <https://instagram.com/about/legal/terms/>.