NEW ENGLAND STATES
GOVERNMENT FINANCE OFFICERS ASSOCIATION

ADMINISTRATIVE POLICY

SUBJECT:	**WEBSITE and SOCIAL MEDIA POLICY**
ADOPTED:	September 10, 2019
AMENDED DATE:	June 8, 2018 Tabled; Nov 2018, April 14, 2022
REVIEW DATE:	June 5, 2025 no change

INTRODUCTION – The New England States Government Finance Officers Association (NESGFOA) is aware of the impact of web posting and social networking in society. Therefore, the following policy is set forth to govern NESGFOA member's usage and management of the association's website, social media including, but not limited to, Facebook, Twitter, YouTube, or any other online site that provides information or lets users engage in conversations and interact and share media with others whether such site is in existence now or shall come into existence in the future.

I. **PURPOSE**

The purpose of this policy is to provide clear and concise guidelines for the use of the NESGFOA website and social media. These guidelines are applicable to any Association member who creates or contributes to blogs, microblogs, wikis, social networks, virtual worlds, websites or any other kind of social media inside or outside of the Association's domain.

Anyone who participates in web postings or social media on behalf of the Association is expected to understand and follow these policies.

These guidelines are subject to change as new technologies and social networking tools continue to emerge.

II. **RESPONSIBILITY**

All website and social media activity representing the NESGFOA must be authorized by the Executive Director or Web Administrator. The establishment of social media pages and sites must be based on a clear business need that is not being served by the organizations existing social media platforms, including the Association's website.

- The NESGFOA Board of Directors will provide guidance on the engagement of Association members in social media marketing to ensure the portrayal of a consistent and accurate message and branding of the NESGFOA via online media outlets.
- The NESGFOA Board of Directors will oversee the coordination of social media activity for the NESGFOA.

The NESGFOA website and social media sites shall be created, administered, and maintained by the Association's Web Administrator in an effort to meet the following purposes:

- To provide Association members, businesses and visitors with information about the Association's activities, events and other important issues.
- To promote the positive aspects of the NESGFOA to those in and outside the Association.

The following rules apply to all board members when using official NESGFOA website and social media sites:

- All Association-related communication on the website and through social media outlets should remain professional in nature and should always be conducted in accordance with the Association's policies, practices and expectations.
- All web postings and social media use on NESGFOA sites is for business communication for the NESGOFA and its members only, in accordance with Association's goals and objectives, not for personal use.

Postings to the NESGFOA website and Social Media sites may be generated for the following reasons:

- The need to post information in the event of an emergency.
- Posting of very short lived information (ie. Job postings, events or news).
- Information posted on the website and social media sites should provide sufficient information to describe the news event, topic, event or program being discussed. Whenever possible, content posts shall link or otherwise refer visitors to the NESGFOA official websites at www.nesgfoa.org.
- Any posting is subject to removal at any time by the Executive Director or Web Administrator. Members have no right to post any particular item or information on the NESGFOA site.
- Members should be aware of the Terms of Service (TOS) of particular social media outlet being used. Each social media outlet has its own unique TOS that regulate how users interact using that particular form of media. Any member using a form of social media on behalf of the Association should consult the most current TOS in order to avoid violations.

III. OVERSIGHT OF SITES

The Executive Director and Web Administrator will oversee use of the Association's website and all social media applications including:

- Authorization of sites.
- Evaluating requests for separate sites.
- Maintaining a list of social media domains, account logins and passwords.
- Changing passwords if a member is removed as an administrator/moderator in order to maintain agency control.
- Ensure social media sites adhere to the Association's social media policies.

IV. COMMENT GUIDELINES

Some social media sites may allow the public to post comments to sites maintained by the association. It is the intent of the Association's website and social media sites to provide useful information and not to become an online public forum. It is preferred that, whenever possible, commenting be turned off on these sites.

Posted information and comments must comply with the following regulations and may be removed by the administrator/moderator:

- Comments must be civil and may not contain slanderous, libelous, malicious, offensive, threatening, profane or insulting language.

- 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 will not be permitted.
- References to the personality of individuals, personal attacks, or potentially libelous statements will not be permitted.
- Advertising or promotional announcements will not be permitted.
- Comments must be within the scope of the topic under discussion.
- Comments cannot include personally identifiable information, such as an address, phone number, social security number, or other sensitive information.
- Comments of a sexual nature or links to sexual content will not be permitted.
- Comments cannot represent a person other than the one posting the comment.
- Comments containing links to other websites or pages must be relevant to the topic.
- Comments cannot serve electoral campaign purposes. Political messages will not be published.
- Comments encouraging illegal activity will not be permitted.
- Solicitations of commerce will not be permitted.
- Comments in violation of copyright, trademark or other intellectual property right of any third party are not allowed.
- Comment failing to meet these regulations, or deemed inappropriate for reasons not currently described in this policy, may be removed by the Association.

The following rules shall apply to member participants and their comments:

- Member Participants are responsible for what they post. Comments must not breach any law, confidentiality or copyright.
- Communication through social media is a public record and any feedback will be subject to access to public records laws.

V. **COMMENT VIOLATION**

If a comment does not adhere to the Association's social media policy, the Executive Director and/or the Web Administrator should be contacted so that the comment can be reviewed and a discussion can be had relating to the possible policy violation.

- The Executive Director and/or the Web Administrator will determine if the comment violates the policy before the comment can be removed. If deemed that the comment is in violation of Association's policy, the comment will be removed.
- The Web Administrator will keep a log of any comments that are removed and provide the applicable part of the log to the Board of Directors upon request.

This policy should not in any way be interpreted to prohibit member communications that are protected by law.

Approved:

VI. **ANNUAL REVIEW**

It is the intent of the NESGFOA Board of Directors to review this policy annually and update as necessary.