

# Social Media Policy

Adopted 8.10.2021

## Purpose

Campbell County Republican Central Committee (CCRCC) will use social media and networking sites to communicate with media, constituents, citizens, and visitors. Social media sites provide an avenue to disseminate timely information to the public and enables CCRCC to easily receive feedback.

## Current Social Media Platforms

The following platforms can be utilized by the CCRCC to further the Republican Party platform, ideas, and general business of the party.

1. Facebook
2. Instagram
3. YouTube
4. Hoot Suite to manage all platforms

## Guidelines for Content Generation

CCRCC members administering social media and networking sites do so as a representative of and on behalf of the CCRCC. Therefore, those members should use their professional judgment before posting or commenting. When developing content and design of the CCRCC approved site, the following should be considered:

### What Not to Do:

- Post or link to information about actual or potential claims or litigation.
- Post or link to obscene, pornographic, or other offensive/illegal materials or links.
- Post or link to racist, sexist, and other disparaging language.
- Post or link to any other information that is not public in nature.
- Delete or erase comments. Only comments that violate the terms outlined in this Policy should be deleted. A comment may not be deleted simply because it is deemed to be negative or inaccurate. If the comment is a complaint, a response may be given on the page to illustrate to followers that the CCRCC's social media channels may be used for answers and assistance. Negative or "trolling" comments for which we cannot offer solutions or provide answers should be ignored.

**When in doubt**, any social media administrator or content editor, moderator, or generator should check with the executive committee before posting content.

### Required Content

The following information must be posted on each site:

1. The site is moderated, and comments are reviewed.
2. CCRCC reserves the right to delete unacceptable submissions. We may remove the following:
  - a. Comments that appear to be spam or advertising solicitation.
  - b. Comments or content that infringes on copyrights or trademarks.
  - c. Comments violating any local, state, or federal law.
3. The appearance of external links or advertisements on this site does not constitute official endorsement.
4. The public comments expressed on these sites do not reflect the opinions and/or the position of CCRCC or its officers and committee members.

If a social media account is hacked, take the following steps:

- a. Immediately notify the executive committee.
- b. Immediately try to regain access to the account.
- c. Once access to the account is obtained, change the password.
- d. Delete messages posted by hackers.
- e. Let followers know that the account was hacked and what is being done to fix the issue.
- f. Review third-party applications. Hackers could use these to gain access to accounts.

### Complying with Federal and State Laws

CCRCC adheres to laws and policies regarding copyright, use of photographs, records retention, public records, HIPAA, the Americans with Disabilities Act and any policies established by the CCRCC.

### Chain of Custody

CCRCC Executive Committee or designee(s) are responsible for the removal and reassignment of social media management duties when the makeup of the committee changes or ends. Administrator privileges are to be transferred to the new executive committee and/or its

designee(s) following elections and re-assigned in a timely manner not to exceed longer than one month following the election.

Social media platforms and website designated as the official CCRCC social media platforms shall be the sole property of the CCRCC and will be controlled by the Executive Committee and/or its designee(s).

Once social media platforms are created and operational, administrators should seek page verification from the platform, if available. The respective platforms provide steps for verification requirements.

CCRCC members administering social media platforms should be aware of each social media site's Terms of Service (TOS) and are responsible for complying.