



# VERMONT GOVERNMENT FINANCE OFFICERS ASSOCIATION ADMINISTRATIVE POLICY

## SUBJECT: WEB SITE & SOCIAL MEDIA POLICY

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- I. STATEMENT** – This policy is written to provide clear and concise guidelines for the use of the VTGFOA website and social media. These guidelines are applicable to any Association member who participates in web postings or social media on behalf of the Association is expected to understand and follow these procedures. These guidelines are subject to change as new technologies and social networking tools continue to emerge.
- II. PROCEDURES** – All website and social media activity representing the VTGFOA must be authorized by the Board of Directors. The establishment of social media pages and sites must be based on a clear business need that is not being served by the Association’s existing social media platforms, including the Association’s website.
- The VTGFOA Board 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 VTGFOA via online media outlets;
  - The VTGFOA Board will oversee the coordination of social media activity for the VTGFOA;
  - The VTGFOA website and social media sites shall be created, administered and maintained by the Board in an effort to meet the following purposes:
    - To provide VTGFOA members, businesses and visitors with information about VTGFOA activities, events and other important issues and
    - To promote the positive aspects of the VTGFOA to those in and outside the Association.
- III. RULES** – The following rules apply to all Board members when using official VTGFOA 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 VTGFOA sites is for business communication for the VTGFOA and its members only, in accordance with Association’s goals and objectives, not for personal use.
- IV. POSTINGS** – Postings to the VTGFOA web 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 (job postings, events or news)

Information posted on the web and social media sites should provide sufficient information to describe the news event, topic, event or program being discussed. Whenever possible, content shall link or

otherwise refer visitors to the VTGFOA official website at [www.vtgfoa.org](http://www.vtgfoa.org). Any posting is subject to removal at any time by the decision of the Board. Members have no right to post any particular content to the VTGOA site.

**V. OVERSIGHT** – The Board shall oversee use of the Association’s web 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 in order to maintain control;
- Ensure social media sites adhere to the Association’s social media policy.

**VI. GUIDELINES** – It is the intent of the VTGFOA’s web and social media sites to provide useful information and not to become an online public forum. It is preferred that commenting be turned off on these sites. Posted information and comments must comply with the following regulations and will be removed by a decision of the Board if not in compliance:

- Comments must be civil and will 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;
- Political messages will not be published;
- Solicitations of commerce will not be permitted.

**VII. VIOLATIONS** – Any use of the VTGFOA web or social media sites that violate this policy will be immediately addressed by the Board of VTGFOA. A log of violations will be kept and provided to the Board upon request.

**VIII. REVIEW** – It is the intent of the Board to review this policy annually.

**Approved: 8/7/2017**