**Title:** Social Media Policy

**Adopted:**  TBD

**Revised:** January 8, 2017

**Subject:** Social Media Management

**Authority:** Bylaws Section 3.0 *(Publicity Committee)*

**1.0 Background & Purpose**

The Clark County Democratic Women’s social media platforms have grown exponentially in terms of followership and engagement since the initiative began to make CCDW social media into an effective messaging platform and organizing tool. Messaging through CCDW social media continues to be referenced in the media in ways that reinforce our intended message. In addition to growth, organization resources were expended for the purpose of electioneering that requires oversight.

Since CCDW social media is followed by the media, the general public, and political opposition, and has become a source for said parties for official CCDW statements and stances, social media platforms must be governed by detailed policy concerning management and related authorities to ensure that these tools are being used to further organizational goals.

On December 29, 2016, the Executive Board in Executive Session voted to create a Technology Committee. The Technology Committee shall replace the formerly named Publicity Committee.

**2.0 Social Media Platforms**

Social Media platforms (Facebook, Newsletter, Website, etc.) and sub-platforms (Facebook private pages, Google+ communities, etc.) are managed by the Technology Committee. Creating an official presence on a new platform or sub-platform, or removal of official presence on a current platform or sub-platform, must be approved by majority vote of a quorum of the Executive Board.

**3.0 Management**

The Chair of the Technology Committee and Administrators on any official social media platform are expected to strictly adhere to all relevant policies. An Administrator is defined as anyone with post-to-page and/or advertising authority. All Administrators are expected to take direction from the designated Chair of the Technology Committee. The Chair of the Technology Committee is to be appointed by the President of CCDW per the following guidelines:

1. Appointee must have knowledge of best practices of social media management and advertising.

B) No individual who has a demonstrable *conflict of interest,* as determined by the Chair of the Technology Committee or by vote of the Executive Board if the Chair of the Technology Committee is in question, shall be allowed to be appointed Chair of the Technology Committee or Administrator with post-to-page or advertising authority. If the individual in question is currently Chair of the Technology Committee or an Administrator, the individual should be removed until such point that there is no *conflict of interest*.

a*. “Conflict of Interest”* is defined as anyone with a financial or personal interest in opposition to the official interests of the CCDW.

The Chair of the Technology Committee may add or remove Administrators on any social media platform at his/her discretion. All Administrators must be current members of the Technology Committee.

The Chair of the Technology Committee and Administrators are to conduct themselves professionally whenever posting or commenting as a representative of the Clark County Democratic Women through an official social media platform or sub-platform. When acting as a representative of the CCDW on any social media platform, the Chair of the Technology Committee and Administrators are expected to conduct themselves according to the following rules:

1. Comments that are deemed *uncivil* or off-topic may be deleted. Repeat offenders (2 or more offenses) may be banned.
   1. *“Uncivil”* is defined as personal attacks, name-calling, or otherwise creating a hostile environment non-conducive to further substantive discussion.
2. Only the Chair of the Technology Committee or the Chair of the Clark County Democratic Women may remove individuals from a social media platform, or remove members from a sub-platform.
   1. Threatening legal action is grounds for immediate removal from all social media platforms and sub-platforms.
3. Members who are removed from a social media platform or a sub-platform may submit a one page appeal disputing the reasoning for their removal. This appeal will be reviewed by the voting members of the Executive Board, and by majority vote, will decide if removal was indeed justified.
4. The Chair of the Technology Committee or Administrator must take a screenshot of every comment or post to be deleted before deletion, and be submitted to the Chair of the Technology Committee.
5. Being an area where confidential campaign information is shared, any member of a social media platform or sub-platform who publicly endorses, volunteers for, gives money to, or works for a Republican or third-party candidate in a partisan race, a right-leaning candidate in a non-partisan race, or any candidate in opposition to a CCDW or CCDCC endorsed or recommended candidate will be removed until after the relevant election.
6. When posting as the Clark County Democratic Women, opinions represented may only reflect that of the Executive Board or body of the CCDW as represented by approved resolutions, endorsements, recommendations, policies, or other official actions by the Executive Board or body.

**4.0 Content**

Being tools solely for the purpose of advancing CCDW interests, CCDW members and/or endorsed or recommended candidates may request content on CCDW social media platform(s). Types of content that may be requested are limited to:

1. Event advertisements/announcements to social media followership;
2. Traffic Funneling (share website, Facebook page, article, etc.);
3. Sharing a specific message (including but not limited to text only, graphic, picture, video, etc.); and/or
4. Any content other than the above must be approved on an individual basis by the Chair of Technology Committee.

Non-CCDW members, non-endorsed or recommended candidates, or outside organizations may request content through CCDW social media upon approval by the Chair or Vice-Chair of the Clark County Democratic Women.  
  
If content is published announcing an individual’s candidacy for a specific elected position where the CCDW has not made an endorsement or recommendation, all subsequent announcements of candidacy from other individuals in that same race must also be announced on all of the same social media platforms as the first announcement for that race.

**5.0 Advertising**

All paid advertising run through official CCDW social media platforms must reflect the official interests of the Clark County Democratic Women as determined by approved resolutions, endorsements, recommendations, policies, or other official action by the Executive Board or body.

1. Before any ad campaign is enacted, a detailed proposal concerning implementation and management of the proposed advertising program must be submitted prior to review and approval by the Technology Committee and Chair of the CCDW. This proposal will include:
   1. Purpose of specific ad campaign;
   2. How does this ad further official CCDW interests;
   3. Budget – how much money will be spent on each ad campaign;
   4. Targeting parameters; and/or
   5. Ad timetable including date(s) to be run.

The total amount spent on social media advertising in any one fiscal year may not exceed the total amount dedicated to social media advertising in the budget.