

# **Social Media Policy of**

## **Missouri Community Emergency Response Team Association (MO-CERTA)**

### **Purpose**

This policy provides guidance for the use of social media platforms by Missouri Community Emergency Response Team Association (MO-CERTA), which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner (“Social Media Platforms”).

MO-CERTA may use Social Media Platforms to further enhance communications with members of MO-CERTA and the public. MO-CERTA may publish articles, facilitate discussions, and share information through Social Media Platforms relating to MO-CERTA business and interests.

### **Policy**

1. Social Media Platforms with MO-CERTA content shall be operated only by those expressly authorized to do so.
2. The MO-CERTA Board of Directors may authorize specific individuals to post and serve as moderators for specific Social Media Platforms. In carrying out their duties, all such individuals shall follow this Social Media Policy.
3. All MO-CERTA Social Media Platform used shall adhere to applicable state, federal, and local laws.
4. E-discovery laws and policies apply to Social Media Platform content; therefore, content must be managed, stored, and retrieved to comply with these laws.
5. MO-CERTA may restrict or remove any content that is deemed in violation of this policy or any applicable law.
6. Each Social Media Platform shall include an introductory statement which clearly specifies the purpose and topical scope of the site. Where possible, the site should provide a link to the MO-CERTA official website for more information.
7. Each Social Media Platform shall clearly indicate it is maintained by MO-CERTA and have MO-CERTA contact information prominently displayed.

8. Content containing any of the following forms of content shall not be posted by MO-CERTA:
- a. Vulgar language or content;
  - b. Personal attacks of any kind;
  - c. Sexual content or links to sexual content;
  - d. Private information (such as personal information or personally identifiable medical information);
  - e. Solicitations of unrelated commerce (such as “spam”);
  - f. Advocacy, conduction, or encouragement of illegal activities;
  - g. Infringement on copyrights or trademarks;
  - h. Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations;
  - i. Violation of a legal ownership interest of any other party; or
  - j. Promotion of services, products, or political organizations.
9. Comments submitted by Social Media Platform visitors containing any of the following may be removed by MO-CERTA:
- a. Vulgar language or content;
  - b. Personal attacks of any kind;
  - c. Sexual content or links to sexual content;
  - d. Private information (such as personal information or personally identifiable medical information);
  - e. Solicitations of unrelated commerce (such as “spam”);
  - f. Advocacy, conduction, or encouragement of illegal activities;
  - g. Infringement on copyrights or trademarks;
  - h. Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations;
  - i. Violation of a legal ownership interest of any other party; or
  - j. Clearly off-topic comments.
10. Individuals who fail to follow this policy may be subject to disciplinary action, up to and including termination of posting and moderation rights.

**Certification**

This Social Media Policy was adopted by the Board of Directors on \_\_\_\_\_, 2022.

\_\_\_\_\_  
Recording Secretary

Printed Name: \_\_\_\_\_