




# Policy and procedure

Approved: , Executive Director

Subject: Social Media

Effective date: Jan. 12, 2023

Questions: Steve Erickson, Communications and Marketing

## Purpose and goals

The purpose of this policy is to guide DRCOG employees on the use of social media. This is an internal document meant to reflect policies for staff and does not replace the terms of use established for outside users of DRCOG websites or accounts on other social media sites.

## The goals of DRCOG's social media presence are to:

- Increase awareness of DRCOG and its mission to facilitate local government collaboration to establish guidelines, set policies and distribute funds in the areas of:
  - Transportation and personal mobility.
  - Growth and development.
  - Aging and disability resources.
- Promote DRCOG's public-facing programs, services and initiatives — increasing use and performance results and delivering value to the region and DRCOG's member governments.
- Build relationships by increasing awareness of DRCOG's partner organizations and their programs and projects.
- Keep residents updated on DRCOG-related news and events in the Denver metro area and Front Range.
- Share information and resources from local boards and agencies, as well as Colorado boards and agencies.
- Be an extension of DRCOG's websites, eblasts, newsletters and other media to promote campaigns, programs, projects and events.

## Definition

Social media refers to a category of websites and applications based on user participation and user-generated content, including LinkedIn, Facebook, Twitter, Instagram and YouTube. Moderating and posting on DRCOG social media platforms is restricted to Communications and Marketing staff and is the primary responsibility of the communications specialist for public relations and social media. The Communications and Marketing division director may approve access and account credentials to other staff in reserve roles or in limited, temporary situations.



## Guidelines

### Social media posting dos and don'ts for staff posting on DRCOG sites

#### Do:

- Share news and resources connected to DRCOG's mission and vision.
- Share photos and videos from outreach events, seminars and conferences hosted by DRCOG and partner organizations.
- Repost updates from DRCOG's partner organizations and local boards and agencies.
- Respond to appropriate questions posted to our social media channels by constituents. (The person responding should identify themselves and their position at DRCOG.)
- Stay engaged on social media by posting regularly.
- Confer with the communications specialist for public relations and social media or the Communications and Marketing director with questions about posts.

#### Don't

- Post news and resources that aren't relevant to the mission and vision of DRCOG.
- Share personal opinions when responding to questions or comments posted in official DRCOG social media channels. (Should this happen, the employee should immediately remove their post and clarify that it was not an official response from DRCOG.)
- Use profane or derogatory language that targets individuals or groups based on race, gender, age, nationality, sexual orientation, religion, ethnic identity, ability or disability, or physical appearance.
- Defame, disparage or harass DRCOG staff, volunteers, Board members, elected officials or employees of partner organizations.
- Like or follow people and organizations that aren't relevant or connected to DRCOG and its partner organizations.

## Comment policy

DRCOG welcomes comments on many of its sites. To encourage respectful dialogue, follow these simple guidelines:

- Stay on topic.
- Be respectful.
- Be truthful.
- No spam.

The Communications and Marketing division retains the discretion to determine which comments violate DRCOG's comment policy. Communications and Marketing staff also reserves the right to remove



comments in violation of the policy and to block aggressive users. Dialogue and disagreement are welcome, but off-topic remarks or abusive language against individuals are not welcome.

## Staff posts on personal social media accounts

Personal social media accounts are the responsibility of each individual and will not be monitored. However, if employees want to use their personal accounts to post about issues or work related to DRCOG, they must follow these guidelines to avoid potential conflicts. **DRCOG employees:**

- May identify themselves as employees and clearly explain that any posts published on their personal accounts are not official statements on behalf of DRCOG. An example disclaimer: “The postings on this site are my own and don’t represent the positions or opinions of the Denver Regional Council of Governments.”
- May not defame, disparage or harass DRCOG staff, volunteers, board members, elected officials or employees of partner organizations.
- May not post confidential, proprietary or sensitive information about DRCOG.
- May share photos and videos from outreach events, seminars and conferences hosted by DRCOG and partner organizations.
- Are encouraged to confer with the communications specialist for public relations and social media or the Communications and Marketing director with questions about posts.