



## One South Euclid Social Media Policy

*Last updated: 10/18/2024*

### Purpose

The purpose of this policy is to provide guidelines for the appropriate use of social media by One South Euclid board members, staff, and the public. Our social media platforms serve as a space to engage with the community, share updates on our initiatives, and foster positive, respectful dialogue in support of our mission.

### 1. Scope

This policy applies to all individuals interacting with One South Euclid's social media platforms, including board members, staff, and the public, across platforms such as Facebook, Instagram, X, LinkedIn, and YouTube.

### 2. Guidelines for the Public

We encourage the public to engage in discussions on our social media platforms, but we ask that everyone follows these guidelines:

- **Be respectful:** All opinions are welcome, but we expect a tone of respect and civility. Harassment, offensive language, personal attacks, or threats will not be tolerated.
- **Stay relevant:** Please keep comments relevant to the post's topic. Off-topic, repetitive, or spam-like content may be hidden or removed.
- **No defamatory or harmful content:** Content that defames, misrepresents, or spreads false information about individuals or organizations will be removed.
- **Constructive dialogue:** We value open discussions, but comments that disrupt the conversation with misinformation, extreme negativity, or unrelated complaints will be moderated.
- **Commercial and political neutrality:** Please avoid promoting political candidates, or unrelated campaigns. One South Euclid's social media platforms are neutral spaces focused on community development.

### 3. Moderation and Comment Management

One South Euclid reserves the right to moderate all comments on its social media platforms to maintain a respectful and relevant community dialogue. The page administrator reserves the right to determine whether a comment complies with the guidelines. Our moderation protocols include:

- **Hiding or removing comments** that violate our guidelines.
- **Issuing warnings** to users who repeatedly post inappropriate or off-topic comments.
- **Blocking users** who persist in violating the guidelines after receiving warnings.

We follow a "three strikes" approach for moderation, although depending on the severity of the transgression, the comment may be removed immediately.

- First violation – Warning issued
- Second violation – Comment removal and direct notification
- Third violation – User may be blocked from the platform

#### 4. Handling Negative Feedback and Off-Topic Comments

We recognize that individuals may occasionally use our platforms to express concerns or frustrations. To manage these situations:

- **Acknowledge and redirect:** For off-topic complaints, we will respond once to acknowledge the concern and, if appropriate, direct the individual to the proper city department or resource.
- **Do not engage in arguments:** Staff and board members should avoid engaging in prolonged or heated discussions. If necessary, OSE staff will intervene.
- **Consider removal:** Comments that are repetitive, unrelated, or intentionally disruptive may be hidden or removed after initial engagement.

#### 5. Guidelines for Staff and Board Members

As representatives of One South Euclid, board members and staff must maintain professionalism and integrity on social media, even when using personal accounts.

- **Be respectful and professional:** Posts and interactions should reflect the values and mission of One South Euclid. Be courteous and avoid inflammatory or offensive language.
- **Stay on message:** Communications should align with One South Euclid's mission, programs, and goals. Major announcements or public statements should only be posted directly from the One South Euclid platforms.
- **Confidentiality:** Refrain from sharing confidential or sensitive information about the organization, its operations, staff, or community members without prior authorization. ● **Distinguish personal opinions:** If you share personal views on matters related to community development or governance, use a disclaimer such as, "The views expressed are my own and do not represent the views of One South Euclid."
- **No unauthorized official statements:** Only the President of the Board or Executive Director may issue official responses or statements on behalf of the organization. If you're not designated to speak on a particular issue, please refrain from commenting in an official capacity.
- **Personal Use:** While board members and staff are free to use social media in a personal capacity, it's important to avoid conflicts of interest or confusion about your role in One South Euclid.
- **Disclaimers:** When discussing public matters related to community development or local governance, always use a disclaimer to distinguish personal views from those of One South Euclid.
- **No sharing of internal matters:** Board discussions, personnel matters, or strategic plans should not be discussed on personal social media accounts unless

the information has been made public by the organization.

- **Respect privacy:** Do not share photos, videos, or identifying information of fellow board members, staff, or community members without their explicit permission.

## **6. Privacy and Data Protection**

- One South Euclid is committed to protecting the privacy of individuals interacting with our social media platforms. We will not share personal information or contact details without explicit consent.
- Any personal data collected through social media (such as through direct messages) will be handled according to our privacy policy.

## **7. Crisis Communication**

In the event of a crisis, all social media communication will be managed centrally by OSE staff. During such times, board members and staff should refrain from posting about the situation on personal accounts unless authorized to do so.

## **8. Policy Enforcement**

Failure to comply with this policy may result in the following actions:

- **For board members and staff:** Violations will result in a review by the Executive Committee and may lead to disciplinary action, including removal from the board in serious cases.
- **For the public:** Violations will lead to warnings, comment moderation, or blocking from the social media platforms.

**By engaging with One South Euclid's social media platforms, all participants agree to adhere to these guidelines.**