

SOCIAL MEDIA POLICY

Clean Energy Alliance (CEA) has determined that the use of social media is an effective tool to augment traditional communications methods to communicate news and information to the public. The use of social media presents CEA with an opportunity to enhance communication with customers as a means to exchange information, increase brand awareness, and build positive engagement. This document establishes protocol for best practices when engaging with the public on social media and is subject to change by CEA as needed.

Policy

1. Clean Energy Alliance is responsible for determining who is authorized to use social media on behalf of the agency.
2. Staff should strive to respond to comments on social media within one business day, as priorities allows, and if the comments warrant a response.
3. Comments containing any of the following shall be removed as soon as possible:
 - a. Profane language or content;
 - b. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin physical or mental disability, sexual orientation, gender identity or gender orientation;
 - c. Sexual content or links to sexual content;
 - d. Disparaging, harassing or threatening content intended to threaten or defame any person, group or organization;
 - e. Spam or comments that are clearly unrelated to the topic;
 - f. Links to any site or content posted by automatic software programs (i.e. bots);
 - g. Solicitation, promotion or endorsement of specific commercial services, products or entities;
 - h. Promotion or encouragement of illegal activity;
 - i. Content that appears to violate the intellectual property rights of CEA or a third-party under federal or state law, including copyrights or trademarks;
 - j. Content that compromises the safety or security of the public, public systems or CEA employees;
 - k. Personally identifiable information or sensitive personal information that, if released, violates federal or state law;
 - l. Promotion or endorsement of a political campaign or candidate;
 - m. Inaccurately implying the endorsement, approval or sponsorship by CEA.

4. All comments posted to CEA social media will be monitored. CEA reserves the right to deny access to its social media pages to an individual who violates the above standards.
5. A comment on any CEA social media page is the opinion of the commentor or poster, and does not imply endorsement of, or agreement by, CEA;
6. To the extent consistent with applicable law, CEA is authorized to remove unauthorized content, comments, or links posted on its social media that violate the above standards; provided, however, that this will be performed in a view-point neutral manner.

Any comments that are removed may be considered public records and will be retained by CEA for a period of at least two (2) years, or for such other period as required by law or provided in CEA's record retention schedule.

The Chief Executive Officer (CEO) shall implement this policy and is authorized to revise this policy as needed to reflect updated CEA practices and legal developments, subject to General Counsel approval. The CEO is also authorized to adopt a more detailed internal social media policy for use by CEA employees, consultants, and agents for administering CEA's social media pages.