



Emergency Management Association of Texas		102.01
Subject Social Networking Policy		
Effective Date June 23, 2011	Reviewed Date	Revised Date
Related Policies None		Pages 7

PURPOSE

To address the changing way members communicate and obtain information relating to the missions, programs, and goals of the Emergency Management Association of Texas, EMAT may participate in social network websites to reach a broader audience where appropriate and when approved by the Board of Directors. This policy sets guidelines for use of social media in an effort to ensure timely, accurate and appropriate use of those outlets to deliver clear, concise and consistent messages on behalf of EMAT.

APPLICABILITY

This policy applies to all EMAT employees, contract-employees, elected leadership, and members.

POLICY

- A. All official EMAT social media sites or services are considered an official extension of the EMAT Information and Communications Network, which is comprised of the primary EMAT website, primary EMAT social media sites, and committee-specific social media sites.
- B. All EMAT committee or member requests to develop and maintain social media sites must be submitted on the Social Media Site Request form, approved by the Board of Directors and be in compliance with this policy.
- C. EMAT social network content created or maintained on approved EMAT social media sites or outlets will be considered the property of EMAT to the fullest extent allowed by law. EMAT reserves the right to monitor, edit, remove, or in any other way change any portion of the created content.
- D. Potential Uses for social media include, but are not limited to:

Sharing published news releases; publicizing programs, events, news, and online services sponsored by EMAT; publicizing job opportunities, new services, or other information found on EMAT's primary website.

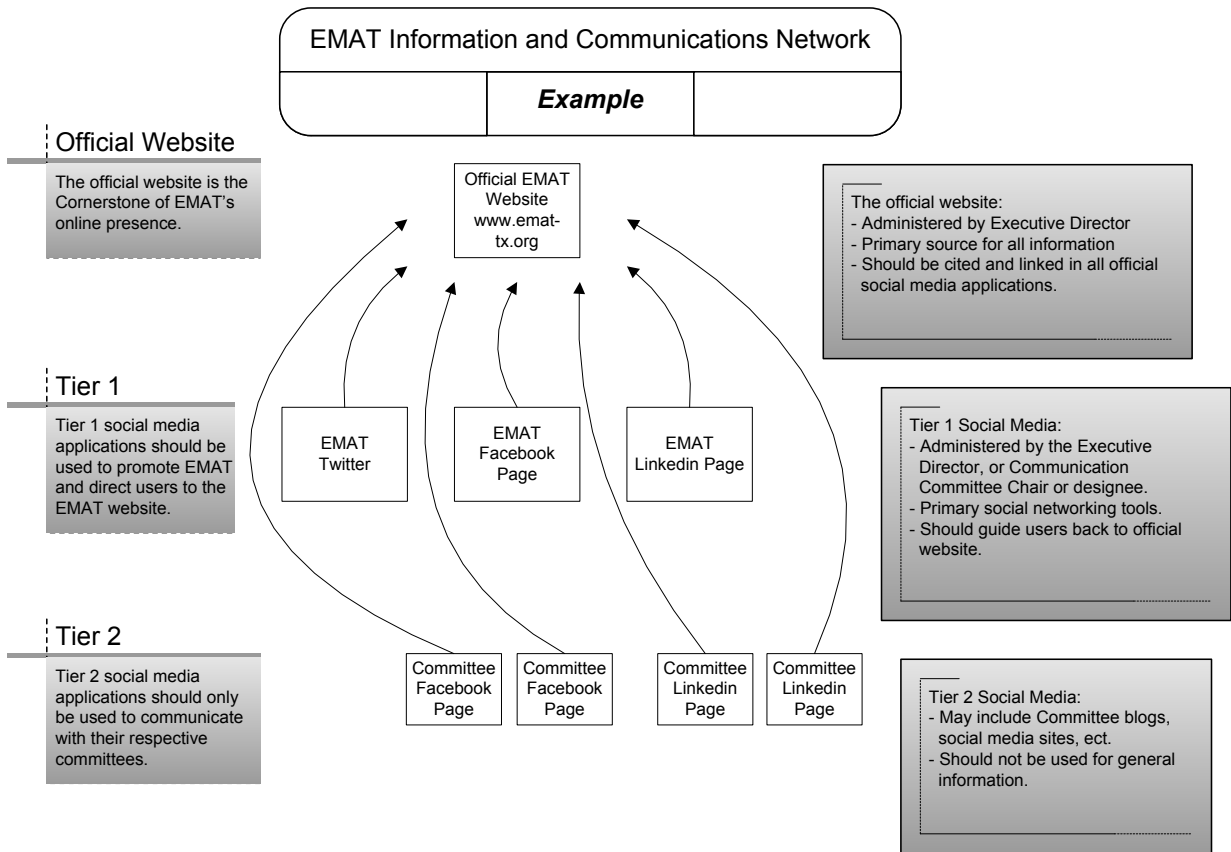
- E. Use of social media must comply with applicable federal and state laws, regulations, and policies, as well as proper business etiquette.



- F. Wherever possible, links should direct users back to the official EMAT website for more information, forms, documents or online services. The EMAT website (www.emat-tx.org) serves as the official online EMAT presence, and all other social media should be designed and used as to enhance or promote the EMAT website and its content.
- G. EMAT members using approved social media outlets must conduct themselves at all times as representatives of EMAT. Failure to do so may result in revocation of EMAT membership, termination of the social media application, or any other action deemed appropriate by the EMAT Board of Directors.
- H. All users of official EMAT social media will ensure it adheres to the social media policy for appropriate use, message and branding consistent with the goals and mission of EMAT.
- I. If an approved social media site is designed to allow public comments, EMAT reserves the right to remove any messages or postings for any reason, including but not limited to the following:
 - a. Obscene or threatening comments;
 - b. Materials violating copyrights, trademark right, or other intellectual property of any third party;
 - c. Comments unrelated to the topic of the forum;
 - d. Commercial promotions or spam; or
 - e. Hyperlinks to material that is not directly related to the discussion;
 - f. Expression of opinions contrary to EMAT official positions;
 - g. Any statement/image/object/hyperlink that could be considered inflammatory or harmful to any person, organization, or other entity;
 - h. Any statement/image/object/hyperlink considered inappropriate by the EMAT Board of Directors to be in violation of any portion of this policy.
- J. A disclaimer or a link to a disclaimer stating the information contained in Paragraph I must be part of any EMAT social networking page that allows comments.

PROCEDURES

- A. There are three levels to EMAT's Information and Communications Network:
 - a. The Official EMAT website (www.emat-tx.org);
 - b. Tier 1 Social Media sites (managed by Communications Committee);
 - c. Tier 2 Social Media sites (managed by individual committee chairs).



B. The Official EMAT website:

- a. No EMAT employee, official, committee, or member shall create an EMAT information website, either as a stand-alone site or as part of a social networking medium that competes with or detracts focus from the Official EMAT Website. This does not include sites (such as facebook fan-pages) that are designed to direct viewers to the more detailed Official EMAT website.

C. Tier 1 Social Media sites:

- a. All Tier 1 Social Media sites will be approved by the Board of Directors prior to their creation.
- b. Official Social Media sites will be maintained by the EMAT Executive Director, or the Communications Committee Chair or designee.
- c. Tier 1 sites will be designed to appeal to the general membership, as well as potential members.
- d. Tier 1 sites, to the greatest extent possible, should direct users/viewers to the Official EMAT Website for information.



- e. To create a new Tier 1 social media site, the Communications Committee must fill out the attached “Social Media Site Request” form detailing why it is necessary, the proposed social media solution, the time and resource requirements for such use, and what will deem its use successful.

D. Tier 2 Social Media sites:

- a. Committees of EMAT may request permission to develop social media sites for their specific committees.
- b. All requests by committee chairs to utilize social media at committee level must be approved by the Board of Directors.
- c. Committee level social media should not be used to communicate with the general membership or prospective members. They should only be used to communicate with the membership of the committee or third-parties interested in the committee but not general membership.

Example: *The Public-Private Partnership committee may choose to use a social network site to liaise with its members, as well as interested private partners who may not wish to participate in the Tier 1 social media outlet.*

- d. All committee-level social media should point back to the Official EMAT website, and if appropriate, the related Tier 1 social media site.

Example: *The TEM Certification Committee facebook page should direct general traffic to both the Official EMAT Website and the Tier 1 facebook page, if developed.*

- e. Committee chairs requesting to distribute information or create a social media site must fill out the attached “Social Media Site Request” form detailing why it is necessary, the proposed social media solution, the time and resource requirements for such use, and what will deem its use successful.
- f. Committee chairs overseeing an approved social media site or tool are responsible for its operation and maintenance, including the termination/deletion of sites or tools no longer in use. In the event that an approved social media site or tool is to be deleted, notification should be made in advance to the Communications Committee Chair.

E. The EMAT Board of Directors will have final approval of all social media requests.

F. If approved, the requesting committee chair will be responsible for creating, maintaining, and monitoring their Tier 2 social media site(s) and will act as an official spokesperson for that committee.



- G. The EMAT Executive Director and the EMAT Communications Committee Chair will maintain a list of all approved users and will provide a link to all Tier 1 social media pages on the Official EMAT website. The Official website will NOT link directly to Tier 2 social media applications.
- H. To the extent that design parameters of the host site allows, EMAT social networking pages will conform to the following:
 - a. Be identified as an official EMAT online presence;
 - b. Contain appropriate contact information;
 - c. Contain the EMAT logo or other approved identifiers;
 - d. Have a link to the appropriate page of the EMAT website; and
 - e. Specify that all content posted is subject to this policy.

MEMBERS/USERS

- A. Peer moderation will be the primary means for insuring EMAT Social Media Sites remain in compliance with this policy.
- B. All members are expected to report any violations in the policy to the Communications Chairperson immediately.
- C. Members using EMAT Social Media Sites must:
 - a. Insure all posts, comments, or other communications are professional and respectful of other users.
 - b. Identify all opinions as individual ones, and not represent comments as official positions of EMAT.
 - c. Refrain from sharing information that is proprietary, confidential, classified, or in any other manner restricted by federal, state or local laws.
 - d. Refrain from posting advertisements or other business solicitations without the written approval of the EMAT Board of Directors.

SOCIAL MEDIA SITE REQUEST PROCESS:


- A. Requesting Committee Chair or EMAT member completes Social Media Site Request form.
- B. Forward Social Media Site Request form to EMAT Communications Committee Chair for initial review, policy compliance and Communications Committee level approval.
- C. EMAT Communications Committee Chair will forward Social Media Site Request with any comments to the EMAT Board of Directors for review and approval.
- D. The EMAT Board of Directors will inform Communications Committee Chair of final decision.
- E. The Communications Committee Chair will inform requestor of final decision.



- F. Appeal of the Board of Directors decision may be made by any EMAT member in good standing.
- Members who wish to appeal a decision relating to social media usage are encouraged to submit a Letter of Appeal to their Regional EMAT Representative on the Board of Directors as well as the EMAT President.
 - The Letter of Appeal should include a description of the decision being appealed, the alternative decision suggested, and any supporting documentation.
 - If necessary, Letters of Appeal may be considered at the next Board of Directors meeting.

FORMS

See attached “Social Media Site Request” form.

Emergency Management Association of Texas	
EMAT President Signature 	Date 4/1/12



Social Media Site Request

Name & Title: _____

Committee: _____ Date: _____

Brief statement of business need: _____

Brief description of proposed social networking use: _____

Benefits (improved productivity, timeliness of providing information, etc.): _____

What feedback methods are allowed for this social media tool, and how will they be managed?

What measures will be used to determine the success of this use of social media?

What goals do you have for your social networking efforts?

(A signature below indicates that all parties have read, understood and agree to abide by the Social Networking Policy.)

Approvals:

Committee Chair: _____ Date: _____

Communications Committee Chair: _____ Date: _____

EMAT President: _____ Date: _____