

APWA Florida Chapter

Standard Practice

Social Media

The Chapter uses social media to build a sense of community and to rapidly communicate directly to stakeholders and the general public. This policy has been developed to address the fast-changing landscape of the Internet and the way people receive their information. Social Media provides opportunities for the Chapter to attract a broader audience, in addition to creating a social network allowing for members, vendors and visitors to receive information and participate in the Chapter in an innovative and creative way. These services are intended to enhance communications but not to diminish or circumvent existing processes. The demographic profile of the intended target audience combined with the Chapter's purpose and goal of the social media initiative are the primary considerations on which to determine the appropriate use of social media. Chapter social media must align with the Chapter's business goals and objectives.

All social media requests must be submitted electronically to the Social Media / Technology Committee Chairman, or the appointed designee. The Chairman will review with the Social Media / Technology Committee and then request approval by the Chapter President. Upon approval, the Chairman will be permitted to post the item/comment on the desired social media site. The Chapter President must approve all material, music, videos and all other media prior to their being posted on any social media sites.

The Social Media / Technology Committee shall be responsible for the creation and maintenance of all Florida Chapter official social media sites and pages. No member shall have access or authority to change these sites unless granted by this committee and approved by the Chapter President.

All social media sites utilized by the Chapter must comply with applicable federal, state, and county laws, regulations and policies.

Whenever possible, links to more information should direct users back to APWA's official websites for information, forms, documents or online services necessary to conduct business with the Florida Chapter.

All official Florida Chapter social media sites must be designed and established in good taste, representing the Chapter in the best way possible.

Administrators of the Florida Chapter social media sites are not permitted to use these sites in ANY way for personal use.

All postings to social media sites MUST follow the American Public Works Association's Standards of Professional Conduct

Applicability: This document has been approved by the Chapter Executive Committee. It is intended to express the current practice of the Chapter. The procedure described herein may be changed at any time by a vote of the Executive Committee

Date Approved: August 20, 2011