

Camp Hill Democrats  
Social Media Policy/Guidelines  
Adopted: April 2021

- A. Purpose of policy: To provide guidelines for Camp Hill Democrats Communications Committee's use of social media
- B. Social Media = Internet Based Technological Communication
1. E-mail from Secretary and other officers to **Members** and/or **Friends** (never **all** contacts): reminders with meeting documents and Zoom invite; may send out mid-month reminders of Plans of Action, Calls to Action, perhaps Member Highlights, and other important information
  2. Website with full public access: designated\* manager in collaboration with officers and Communications Committee will provide resources (ongoing) and update with news/alerts; committee will review website-created contacts list, verify voter registration, and remove names of those who asked NOT to receive emails; other names on this list can be moved to Gmail contacts list, **Members or Friends**, if appropriate and are not duplicates
  3. Facebook closed group: monitored by up to three designated\* members of Camp Hill Democrats who can check required Democratic voter registration; use Facebook for Calls to Action, meetings reminders, etc.
  4. Facebook public page: monitored by up to three designated\* members of Camp Hill Democrats who will ensure posts adhere to principles below
  5. Instagram: set up/managed by Camp Hill High School student to showcase events
  6. Newsletter: created and sent out by designated\* members of the Communications Committee; committee will review website-created contacts list, verify voter registration, and remove names of those who asked NOT to receive emails; other names on this list can be moved to Gmail contacts list, **Members or Friends**, if appropriate and are not duplicates
  7. Twitter: possible future use
- C. Principles
1. Transparent: any communications should identify author and source
  2. Accurate: verifiable
  3. Ethical: show respect; not intended for public shaming
  4. Informational: reminders, etc.
  5. Relevant: aligns with mission of Camp Hill Democrats
  6. Supportive: offer equal access to Democratic candidates and highlight current local races
- D. Enforcement
1. 1<sup>st</sup> offense -- Inform: Administrators bring it to offender's and Communications Committee attention
  2. 2<sup>nd</sup> offense – Notify: Administrators inform offender and Communications Committee; one month time "off" media for the offender
  3. 3<sup>rd</sup> offense – Deny access: Administrators inform offender and Communications Committee; block further access to social media

\*Administrators and managers are designated by Officers and Communications Committee