

**SCAGPO**

South Carolina  
Association of Governmental Purchasing Officials



# **Social Media Policy**

## **SOCIAL MEDIA POLICY**

Online social networks such as Twitter, Facebook, YouTube and LinkedIn can be valuable tools for communicating with the SCAGPO's stakeholders: Members, Vendor Community, General Public.

### **I. Objective**

To provide the policy and procedures for developing applications and providing content on external Web applications and social media platforms in order to ensure consistency with our Chapter brand and content. This Policy also provides that such applications and platforms will be regulated to ensure the appropriateness of content.

- A. Social Networking sites shall be used to perform as follows:
- B. Promote the Chapter, including events, initiatives, interests, and purposes
- C. Foster communication among procurement professionals
- D. Recruit potential new members

### **II. Definitions**

- A. Governing Board – SCAGPO's Board of Directors as identified in Organization's By-Laws including the Executive Officers, Regional Directors, and Directors at Large.
- B. Information & Publicity Committee – Committee responsible for the launch, maintenance, and usage of Social Media sites pertaining to the general organization. The Information & Publicity shall also be responsible for taking the lead on subsequent changes to the policy and for monitoring all SCAGPO related social media sites.
- C. Site Administrator – Individuals(s) responsible for the launch, maintenance, and monitoring of social media sites.
- D. Social Media - forms of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, videos, and other content.

### **III. Guidelines for General Usage**

- A. SCAGPO's Governing Board, upon adoption of this policy, accepts and approves the usage of Social Networking sites, Twitter, Facebook, YouTube, and LinkedIn for general organizational networking and announcements. All Social Media pages/sites for the general organization shall be maintained and managed by the Information & Publicity Committee or President's Designee.
  - 1. Introduction of different Social Media sites to be managed by the Information & Publicity Committee, but not referenced above, shall be approved by SCAGPO's President or Governing Board prior to the launch of the new site.

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2. Likewise, the Board approves the usage of additional (separate) Twitter and Facebook pages by the Program and Forum Committees (collectively) for the purpose of Annual Forum updates and marketing.
3. Committees wishing to use a social media channel for their particular sub-groups must submit a formal proposal to the Information & Publicity Committee and receive prior approval from SCAGPO's President or Governing Board prior to the launch of the new site.

Committees should submit to SCAGPO's Board information about the service to be used, the intended audience, the type of content to be posted, and which members will have the ability to manage the site. Site management rights should be limited to include the following individuals:

- a. Administrator from the requesting committee, and/or
- b. The committee chairperson and
- c. The Information & Publicity Chairperson or President's designee.

The site shall be closely monitored by all of the aforementioned individuals.

- B. SCAGPO managed Social Media sites should make every effort to clearly identify their official status. Feed names should incorporate the organization's name or acronym whenever possible and should use the appropriate official logo if possible.
- C. Some Social Media sites allow user comments. Site Administrators should consider carefully whether to allow comments before launching a social media initiative. However, if allowing comments, user feedback should remain regardless of whether it is favorable or unfavorable to the organization.

Comments should be deleted only if they are offensive, abusive, racially inflammatory, threatening or clearly off topic. Comments that endorse a political candidate, party or commercial product should be deleted.

- D. When reposting or referencing a post on one of SCAGPO's online sites, provide a link to the original post.
- E. Do not post or link to any materials that are defamatory, harassing or indecent.
- F. Be mindful of functions that allow the organization to be a "fan" of an individual or cause. Consider whether such an action would imply support for a political cause.

#### **IV. Guidelines for Social Media Site Administrators**

Site Administrators should be sensitive to the fact that social networks and other online forums blur the distinction between an individual's official and personal identities.

- A. Content published to any website outside of the SCAGPO's official online presence and related to subjects associated with the organization, should include a disclaimer such as this: "The postings are my own opinion and do not necessarily represent the opinion of the SC Association of Governmental Purchasing Officials".
- B. Administrators, Board Members, Volunteers, and Members at large should never use or reference a formal opinion in SCAGPO when writing in a non-official capacity. Official emails should not be used to establish a private social media presence.
- C. Those with leadership responsibilities, by virtue of their position, must consider whether the personal thoughts they publish, even in clearly personal venues, may be misunderstood as expressing the position of the Organization. They should assume that those outside our agency will read what is written. Board members shall consider their associations with SCAGPO Board in online social networks.

Board Members are requested to ensure all profiles and related content (even if it is of a personal and not an official nature) is consistent with how one would wish to present him or herself as a professional, appropriate with the public trust associated with his or her position in the SCAGPO organization and as a public procurement professional.

- D. Emails and other correspondence conducted over personal social media channels that is official business of the organization should be preserved and retained in a manner similar to other official documents. All unsolicited official contact through personal email or social media presence should be forwarded to an official email account and responded to from that platform.
- E. Site Administrators should remain focused on stakeholders, existing commitments, and achieving the mission of SCAGPO and also the Administrator's employing organization. Use of social media tools should never interfere with your primary duties, with the exception of where it is a primary duty to use these tools to do your job.
- F. Administrators and Users should always pause before posting. All should carefully consider the impact of all statements prior to publishing or posting them.
- G. If a SCAGPO Board Member or representative is responding on a non-SCAGPO site concerning an official SCAGPO matter, he or she identify him or herself along with the position in the Organization; and comment only about matters in which he or she is qualified to address.