

TITLE

Digital Content Policy

DOCUMENT #

Comm-1

INITIAL APPROVAL DATE

February 25, 2015

APPROVAL LEVEL

The Hamptons Community League Board

INITIAL EFFECTIVE DATE

February 25, 2015

SPONSOR

Director of Communications

REVISION EFFECTIVE DATE

June 2015

CATEGORY

The Hamptons Community League Board accountability

A. PURPOSE

To provide governance and direction on the management of digital content overseen by The Hamptons Community League (THCL) Board members.

B. OBJECTIVES

To establish fair, practical, reasonable and enforceable guidelines by which THCL Board members can manage content on The Hamptons Community League online platforms (currently a website, Facebook page and Twitter account). This includes content posted by THCL or by members of the public.

C. POLICY STATEMENT

THCL Board members recognize the value of online platforms in our overall communication strategy and their role in engaging our community. While we respect the rights of all audiences to publicize activities that contribute to building a better and informed community, we cannot allow content posted on our online platforms to include advertising or promotion for profit or personal gain.

D. APPLICABILITY

The policy is applicable to THCL Board members, residents of The Hamptons, clubs and organizations, for-profit and not-for-profit business, and all individuals who use THCL online platforms, including the THCL Facebook page, Twitter account and THCL website.

E. GUIDING PRINCIPLES

Maintain a fair and safe environment for THCL and community members to share subject matter that is not proprietary, is relevant to residents of The Hamptons and builds a strong community.

THCL Board members, when using digital mediums, should assume at all times they are representing The Hamptons Community League and posts are to use the same discretion as with other traditional forms of media.

F. CONTENT MANAGEMENT

Content posted on THCL online platforms is overseen by the THCL Director of Communications and must comply with this policy and other applicable policies and procedures the THCL Board governs. Content includes information about The Hamptons Community League programs and activities (internal content) and general content of relevance to the community (external content). The Hamptons Community League does not engage in advertising (businesses paying a fee for the privilege of having their logo/ad on our digital platforms).

Comments and content that are acceptable forms of communication and community awareness will meet the following guideline(s):

1. The Hamptons Community League activities such as winter carnival, picnic in the park, membership information, Neighbourhood Watch program, notifications, meetings, etc.
2. City of Edmonton activities and programs in the community and within Edmonton city limits, such as street cleaning, snow removal, major artillery road closure, construction, and community programs offered to the residents (i.e. green shack, free swimming days, etc.)
3. Recreation, social, educational, health and safety related activities offered by for-profit or not-for-profit organizations if they are open to the public. The activities must be free or if there is a cost the money raised is directed to a charity/cause and does not result in profit for the organization.
4. Public and Separate School Board information (i.e. School closures, registrations, open houses, activities offered to community residents). Alberta Health Services related programs and messaging such as influenza campaigns, health related scenarios, and health warnings.
5. Municipal and Provincial government activities that impact residents of The Hamptons such as recreational facilities, location of voting polls, etc.
6. Information related to non-profit community groups such as community leagues, EFCL, Bessie Nichols School Fundraising Society, Sister Annata Brockman School Society, etc.
7. Appreciation and recognition of community businesses that provide support to community league events through in-kind or monetary sponsorship, in accordance with the sponsorship policy.

External comments and content posted by individuals, organizations or businesses will be removed if they:

1. Contain inappropriate or vulgar language
2. Are not relevant to The Hamptons community

3. Are spam or another form of advertising
4. Promote products or services for profit gain
5. Contain controversial content related to politics or religious beliefs

G. COMPLIANCE

THCL Director of Communications, President or Communications member at large has the authority to remove content and posts that do not follow the Content Guidelines of this policy.

Non-compliance with this policy may result in posters being restricted from posting on THCL social media and networking sites.

H. DEFINITIONS

The following definitions are related to this policy.

1. Poster – A ‘poster’ is any individual or organization posting content or using The Hamptons Community League online platforms.
2. Social Media – an internet website or external platform which allows for the creation and exchange of user-generated content. Social media includes, but is not limited to social networking, blogging, and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other existing or emerging communications platform.
3. THCL Facebook Account - The Facebook social networking channel, managed by THCL Director of Communications and communications member at large.
4. THCL Twitter Account – The Twitter account, managed by the THCL Director of Communications.
5. THCL Website - The website created and maintained by THCL Director of Communications.
6. Controversial Issues – Issues that form the basis of heated debate, often identified in political campaigns as wedge issues, since they provoke a strong emotional response.

I. REPORTING AN INCIDENT

If a THCL Board member, resident, community group or local business views posts on The Hamptons Community League online platforms that seem inappropriate, they are to report it to the Director of Communications who will make a decision if the posts should be removed or not, and contact the poster as applicable.

J. REFERENCES

K. REVISIONS

June 2015

L. APPROVED BY

Natalie Szekely

THCL President

Janelle Beblow

THCL Director of Communications

February 25, 2015

Date: _____

February 25, 2015

Date: _____