



Texas Chapter of APWA Social Media Policy and Standard Practices

The Texas Chapter of the American Public Works Association (**Texas Chapter**) Social Media Policy is based on our strategic goals and activities. The Texas Chapter may utilize social media platforms to execute the strategic goals and activities outlined by the Board of Directors and Communications Committee (**Committee**) which include the following:

- Define the value of public works and enhance its visibility/awareness
- Be the voice of public works to government leaders and media
- Ensure excellence in education and credentialing
- Create a dynamic membership and chapter model

Social media has become a valuable communication tool; however, we also understand and value the Texas Chapter's reputation online. This social media policy protects the Texas Chapter brand by avoiding any issues or misunderstandings that can accompany the use of social media.

In the context of this policy, social media and networking cover any tool, website, application or service that facilitates conversations and content publishing over the internet. Social media covers not only well-known platforms such as LinkedIn, Facebook, Instagram and Twitter, but also any online platform that features user conversations. These include YouTube, blogs and wikis.

Social media platforms can be used as a mechanism to *rapidly* communicate with chapter membership, stakeholders, and the general public concerning public works. Social media provides opportunities for the Texas Chapter to attract a broader audience, in addition to creating a public works focused social network for members, public works agencies, vendors, contractors, students, etc. to receive information and participate in the Chapter. These services are intended to enhance communications and not to diminish or circumvent existing processes.

The demographic profile of the intended target audience, combined with the Texas Chapter's strategic goals and activities, are the primary considerations on which to determine the appropriate use of social media.

All social media requests must be submitted electronically to the Committee. The Committee will review the submitted requests and content for appropriateness, and if approved, will route the requests to the appropriate personnel for posting to the desired social media platform. The

Committee, or in absence of the Committee the Chapter President, must approve all material, content, music, videos, and all other media prior to their being posted on any social media sites.

The Committee shall be responsible for the creation and maintenance of all Texas 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 Local laws, regulations, and policies.

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

All content posted on Texas Chapter social media sites must be designed and established in good taste, representing the Chapter in the best way possible. The posts should be responsible, transparent, not divulge any personal or confidential information.

Administrators of the Texas 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.

Media content promoting a specific trade association, vendor, or contractor, that is not an approved strategic partner of the Texas Chapter will not be distributed via social media by The Texas Chapter. The Texas Chapter will allow Committee approved industry events and purchased advertisements within the appropriate Texas Chapter Website page, (i.e. "Vendors Corner Tab"). All advertisements and media must be in alignment of the Texas Chapter strategic goals and activities and must be approved on a case by case basis by the communications committee.

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

Date Approved: July 9, 2020



Texas Chapter President