



POLICY

Policy Area: Public Relations	Subject: Social Media
Title of Policy: Social Media	Policy Number: 3.1.2
Approved Date: August 11, 2020	
Effective Date: November 24, 2020	Revision Date:
<p>1. Rationale or background to policy:</p> <p>1.1. To ensure a clear and consistent process is followed when using social media for communication.</p> <p>2. Policy Statement:</p> <p>2.1. The opinions expressed by the CSBA are of great importance as our mission is to be a national voice. As such, communications must be representative of a national view and reflect the values of the entire association.</p> <p>2.2. To the extent possible, CSBA will assess and where judged appropriate, use social media to ensure maximal exposure on the national stage.</p> <p>2.3. Social Media (including website, Twitter, Facebook, Instagram, etc.) are important to the communication process. Care must be taken to ensure that the communications from CSBA are the official position authorized by the board of directors and not an individual's or individual Member Association's position.</p> <p>2.4. Wherever possible, social messaging should be based on the value statements of the association and the position statements of the strategic plan.</p> <p>2.5. The Board of Directors will mandate who is responsible and who will have access to CSBA Social Media platforms to communicate.</p> <p>3. Procedures:</p> <p>3.1. The CSBA Executive Committee or Board of Directors will determine how and when Social Media platforms will be used.</p> <p>3.2. The CSBA Executive Director or the Executive Committee will vet all social media communications before issuing to ensure that the materials are reflective of the beliefs and values of the CSBA.</p> <p>3.3. Sharing and commenting on CSBA posts is acceptable, as long as it is clear that the commenting is an individual's opinion or Member Association's stand, not that of the CSBA.</p>	