

ILLINOIS GOVERNMENT FINANCE OFFICERS ASSOCIATION SOCIAL MEDIA POLICY

PURPOSE

To address the fast-changing environment of the internet and enhance the way members communicate, obtain and share information about the Illinois Government Finance Officers Association (IGFOA) online, it is essential that IGFOA consider social media as part of its efforts to increase outreach and member involvement.

IGFOA recognizes the value of social media for delivering information to members, reinforcing brand recognition, promoting the profession, and engaging membership. IGFOA intends to use the power and reach of social media to strategically communicate and deliver messages directly to members and to encourage involvement and interaction. Given the immediate nature of social media technologies, IGFOA will take a controlled, strategic approach to the use of social media to ensure information is current and appropriate and that responses to requests and questions are accurate and reasonably timely.

A list of social media sites and URLs currently approved for use by the IGFOA are listed on the attached Exhibit A.

POLICY

1. The use of social media for IGFOA purposes is intended to be a promotional and informative tool to communicate with interested parties. While social media provides an effective forum for conveying small pieces of information and for building relationships, they do not serve as IGFOA's primary means of communication with current members, potential members and other stakeholders.
2. The Executive Director, or designee, is responsible for the selection and approval of social media tools and use of social media for communication with members about activities, programs and services.
3. The Executive Director, or designee, is responsible for monitoring the content on each of IGFOA's social media platforms to ensure:
 - a. A consistent message is being conveyed; and
 - b. Adherence to this Social Media Policy and the terms of service for applicable platforms.
4. Only employees and authorized members approved by the Executive Director are permitted to use and administer official IGFOA social media sites.
5. Employees and authorized members representing IGFOA on social media outlets must conduct themselves at all times as representatives of IGFOA. All IGFOA employees and authorized members utilizing social media in an official capacity should:
 - a. Respect all stakeholders;
 - b. Keep all interactions factual and accurate;

- c. Publicly correct any information that has been communicated that is later found to be in error;
 - d. Maintain transparency and openness in all interaction and never “spin” information;
 - e. Provide links to credible sources of information to support interactions, when possible; and
 - f. Respect the rules of the social media platform while protecting privacy and permissions.
6. IGFOA social media accounts must include an introductory statement that clearly specifies its purpose and scope. All social media accounts must link back to www.igfoa.org for forms, documents or other information.
 7. IGFOA social media pages should be clearly identified as official IGFOA pages, using IGFOA’s logo as the identifying image. All social media pages shall have contact information prominently displayed, including physical address, phone numbers, business hours, email addresses, etc.
 8. When negative comments are posted on a social media platform, responsible staff should address the issue offline, either by email, phone or in person.
 9. The following disclaimer must be posted on each social media account established and maintained by IGFOA:

IGFOA declares that this page is a non-public forum which is only intended to be a place for IGFOA to make announcements to inform current and potential members. Any comments presented in response to an IGFOA post strictly represent the opinions of the individual who posted such comment and they do not represent the opinions, speech or policy of the IGFOA or its officers and employees. IGFOA has the right to delete all comments that:

- 1. Contain vulgar language, personal attacks of any kind, or offensive or discriminatory content.*
 - 2. Contain spam, advertisements or links to other sites or pages.*
 - 3. Are off topic and/or disruptive.*
 - 4. Advocate illegal activity.*
 - 5. Infringe on copyrights, trademarks or other intellectual property rights.*
 - 6. Violate any law, regulation, rule or policy.*
10. The social media policy shall be reviewed by the Executive Director on an annual basis with any proposed modifications being approved by the Executive Board.

APPENDIX A
SOCIAL MEDIA SITES

Facebook (www.facebook.com/IGFOA)

LinkedIn (www.linkedin.com/groups/2149770)

Twitter (twitter.com/IGFOA)