



Effective Date: October 17, 2018

California Municipal Treasurers Association

Social Media Use Policy

The California Municipal Treasurers Association (CMTA)'s official social media sites contain news and information directly related to the CMTA and its programs and services. The CMTA is neither responsible for the content nor does the CMTA endorse any site which has a link to or from the CMTA's social media sites. The CMTA may make available social media applications and may publish social media content to third party sites. These sites are not official CMTA websites and therefore the external sites' policies apply.

Authority

This regulation is issued pursuant to CMTA's Standing Rules Section III.G.

Definitions

Social Media: Social Media is defined as the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit, or comment on, combine, and share content. Social media uses many technologies and forms, including social-networking, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mash-ups, widgets, virtual worlds, microblogs, Really Simple Syndication (RSS) and more. Not all forms of social media may be appropriate for use by CTMA.

Post: An administrator-submitted message/blog in the form of, but may not be limited to, text, videos, photographs, graphics, links (hyperlinks), documents, computer applications, etc.

Comment: A user submitted response to an administrator post.

Procedures

Following forms of content posted by external and authorized users may be subject to removal if they contain:

- A. Profane language or content;
- B. Content that promotes, fosters or perpetuates discrimination of protected classes;
- C. Sexual harassment content;
- D. Solicitations of commerce or advertisements including promotion or endorsement;

- E. Promotion or endorsement of political issues, groups or individuals;
- F. Conduct or encouragement of illegal activity;
- G. Information that may tend to compromise the safety or security of the public or public systems;
- H. Content that defames any person, group, or organization;
- I. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
- J. Making or publishing of false, vicious or malicious statements concerning any employee, CMTA or its operations;
- K. Violent or threatening content;
- L. Disclosure of confidential, sensitive or proprietary information;
- M. Advocating for alteration of hours, wages, and terms and conditions of employment (applies to CMTA employees only).

Unacceptable content and repeat individual violators shall be removed and users may be barred from future access to CMTA's social media sites at CMTA's sole discretion. The CMTA is not responsible for content posted by others to CMTA's social media sites. The CMTA social media site users who provide personal information on the CMTA's social media sites do so at their own risk; The CMTA is not responsible for the voluntary public display of any such information. The CMTA may remove postings to its social media sites that contain personally identifiable information, but neither the CMTA, nor its employees or contractors are responsible for any damages caused by delays in such removal.

Content

- Solicitations or marketing is allowed through formal approval by CMTA President and Communications Chair.
- CMTA may promote various organizations in line with CMTA values or related trainings.