

Website / Social Media Committee Responsibilities and Security Guidelines

Approved by the CTM Board July 1, 2019

Website / Social Media Committee Responsibilities

1. Maintain and update the www.cliftoncommunity.org website
2. Maintain social media outlets (Facebook, Twitter).
3. On the website, provide the ability to;
 - a. Publish information about the official actions of the board and its committees.
 - b. Publish information provided to the Committee for the purposes of public distribution related to the ongoing concerns of the board.
 - c. Publish general information about the community, its businesses, and institutions.
 - d. Advertisement of Clifton Town Meeting events or events which CTM plays a financial or volunteer role as well as community events and events sponsored by community businesses and institutions.
 - e. A community accessible calendar that allows community input that is monitored by the committee.
4. Advertise through the website and social media outlets about specific events as requested by the board through the appropriate committee or directly.
5. Liking and sharing of Clifton Town Meeting events or events that CTM plays a financial/volunteer role or other community events of public interest or public events that showcase the community in a positive way.
6. Posts should not be of a position of support or opposition towards political candidates or issues, nor should they be in support or opposition of any voting or local issues where CTM has not taken a formal position. Sharing of information about candidates (e.g., candidates speaking at CTM meetings), information about voting and local issues (e.g. upcoming city hearings, community engagement sessions, etc.) are acceptable, but should be informational in nature only.

Website-Social Media Committee Security/Accessibility

- General
 - Accounts which do not offer “administrator” level access or multiple user accounts (godaddy.com, twitter.com, etc.) should always have current username and password information stored in the Google Drive. Any updates to either usernames and/or passwords should be updated immediately upon changing.
 - For any single user access accounts, the username and/or associated email should be a shared CTM owned email (e.g. ctmwebmaster@cliftoncommunity.org). Passwords for all single user accounts should be updated annually, after elections/new board members are onboarded and retiring board members have been sunsetted from Google Drive access. Any mid-year departures of trustees should be handled similarly at the discretion of the Committee Chair, President or Executive Committee.
- Website (www.cliftoncommunity.org)
 - Administrator access: Committee Chair and/or committee designee, CTM President & CTM Secretary
 - Contributor access:
 - All Website/Social Media Committee members.

- Chronicle Committee Chair and Chronicle publication staff should have access to upload the quarterly digital newsletter.
 - Access to other board members will be approved by the Administrator(s) and/or Executive Committee.
 - Non-board members will be provided temporary access for event specific advertising, project work (e.g. website updates & repair, etc.) as approved the Administrator(s) and/or Executive Committee as required – access should be terminated on an agreed end date, aligning with the end of the specific event/need for which access was granted.
 - User Administration: Committee Chair or committee designated administrator is responsible for the administration of users. As Committee members join or leave the committee, new Presidents appointed, etc. those departing board members should be removed from having access to the website accordingly. If the outgoing Chair is unavailable/unwilling, the President and/or Executive Committee should assume this responsibility.
- Facebook (<https://www.facebook.com/CliftonTownMeeting/>
<https://www.facebook.com/CliftonPlaza45220/>)
 - Administrator Access: Committee Chair and/or committee designee & CTM President
 - Editor Access:
 - Committee members.
 - Access to other board members will be approved by the Administrator(s) and/or Executive Committee.
 - Non-board members will be provided temporary access for event specific advertising, project work (e.g. website updates & repair, etc.) as approved the Administrator(s) and/or Executive Committee as required – access should be terminated on an agreed end date, aligning with the end of the specific event/need for which access was granted.
 - User Administration: Committee Chair is responsible for the administration of users. As Committee members join or leave the committee, new Presidents appointed, etc. those departing board members should be removed from having access to the page. If the Committee Chair is changing, it is the responsibility of the Chair to coordinate transition Administrative rights to the new Chair. If the outgoing Chair is unavailable/unwilling, the President and/or Executive Committee should assume this responsibility.
- Twitter (<https://twitter.com/clifontownmeet>)
 - Single login/password stored on Google Drive
 - Recommendation: At minimum, password should be updated annually with the turnover of board members.

Social Media Moderation

- As CTM's social media accounts are managed by volunteers, comments from followers are not monitored on a 24/7 basis.
- As CTM is a source of important community information for Clifton residents and visitors, the practice of blocking individuals from CTM social media pages is a serious decision that should be made only in limited cases. Before blocking an individual from a CTM social media page, an administrator must first take each of the following actions:
 - Take a screenshot of the violating post, including any relevant context, and email it to

- CTM_Communications_Committee@cliftoncommunity.org and contactctm@cliftoncommunity.org to alert the CTM Communications Committee to the issue and explain your planned actions. The administrator is empowered to take immediate action; alerting the Communications Committee and CTM President is intended to ensure all administrators are aware of the issue and can remain vigilant for further violations.
- Explain to the offending individual, via direct message from the CTM account, that they have violated a community rule. Also include in this direct message the following information:
 - The specific community rule that has been violated.
 - A warning that a repeated violation of this or other community rules will result in the individual being blocked from CTM's social media assets.
 - A list of all community rules.
 - Instructions on how to appeal the administrator's decision: "If you wish to appeal this decision, please email CTM_Communications_Committee@cliftoncommunity.org and contactctm@cliftoncommunity.org for further consideration."
 - Remove the violating post from CTM's social media page
 - Community rules for CTM's social media pages:
 - Clifton Town Meeting (CTM) is the recognized community council representing the Clifton neighborhood in the city of Cincinnati, Ohio. This page (or account) is intended to inform Clifton residents and visitors of CTM activities, civic issues and involvement opportunities, community events and the unique attributes that make Clifton a great place to live, work and play. We aim to keep things neighborly and family-friendly here. Obscenities, name calling and hate speech will result in removal of offending posts and possible blocking of offending individuals.