

## CCDC Communications Subcommittee Social Media Policy

### General Guidelines

- Social Media Platforms will avoid offensive text or images. Posts should be truthful, fair, positive, and inclusive.
- Content of posts will be limited to pertinent information that promotes our Committee's Democratic mission, platform, candidates, and events.
- Site administrators and editors will not engage in debate or confrontation with commenters, nor arbitrarily delete their civil differences of opinion
- Reserve the right to remove inappropriate posts and block commenters who violate common standards of civil discourse, and to suggest amendments or corrections to all posts.
- Individuals shown in photographs will not be named or tagged without their consent. Minors (under age 18) will never be named. Residential addresses should not be identified, unless for a public event, and with prior consent.
- Reposts from other sites should be limited to well-known and reliably truthful sources, and be relevant to the interests of current and prospective Democratic Party members.
- CCDC distribution lists will remain private.
- At least three Subcommittee members, one being the Chair should have passwords and/or administrative access to all media pertaining to their assigned duties, to avoid "lockout" if one person cannot perform their role.

### Contested Primary

The CCDC will remain neutral during open primaries, and serve only as a conduit of information without indicating intentional or unintentional support for one Democratic candidate over another. It will be the responsibility of each candidate to provide information for the CCDC Website and any shared distribution list through the Communications Subcommittee Chair. If a candidate's requested content is deemed inappropriate, they will receive a response detailing why their content was not shared. Candidates may submit amended content, subject to approval.

CCDC Communications Subcommittee can create content for the CCDC Social Media Platforms to introduce all Democratic Candidates running on the Primary Ballot. CCDC Communications Subcommittee will not promote, post, or share *anything* from a candidate's page directly on CCDC Social Media Platforms prior to the outcome of the Primary Election or post or share an opinion on any Primary Candidates' Social Media Platforms.

### Post Primary

Candidates that win the Democratic Primary are the party nominees. The Candidates for the General Election will be included and promoted on the CCDC Website and all Social Media Platforms.

### Objectives and Policies

1. Follow applicable objectives and policies and when using all CCDC Social Media Platforms.
2. Strategy and planning are the responsibility of the CCDC Communications Subcommittee.
3. Include relevant and acceptable hashtag messages when appropriate.
4. Will not *retweet, link, or like* any other social media platform from a CCDC social media platform.
5. Reposts should be limited to recognized and reliably truthful sources, be relevant to the interests of current and prospective Democratic Party members and promote the mission of the CCDC.
6. Individuals shown in photographs will not be named or tagged without their consent. Minors (under age 18) will never be named. Residential addresses will not be identified without consent. Social media encourages candid dialogue, but that candor should not imply permission to publish confidential information such as personal details about local youth or any information that might compromise someone's physical, social, or emotional well-being. The protection and safety of youth are paramount to the Communications Subcommittee and the CCDC. Avoid revealing children's identities and never reveal his or her full name. Be respectful of children and youth at all times.

7. Admin, editor, or moderators cannot reply to visitor's posts publicly, in a private message, or arbitrarily delete civil differences of opinion. Admin, editor, or moderators may reply with a prompt and insightful response to specific inquiries by visitors through messenger or email.
8. A minimum of three Communications Subcommittee members should have passwords and/or administrative access to all media pertaining to their assigned duties, one being the Chair of the Communications Subcommittee. Only members of the digital team listed can adjust social media account settings and change passwords. Login details and passwords should not be shared with other team members without the written permission of the Chair.

### **Internal Guidelines**

1. Daily posting and engagement – Members should post content on social media platforms in a time-sensitive manner that provides a variety of opportunities for a diverse membership to participate in the affairs of the Democrats and will promote a government at the local, county, state, and federal levels committed to serving with integrity and in the best interests of all the people.
2. Monitoring -The only way to find inaccurate or unpleasant comments is to be on track of all messages that come through our social media platforms, only in this way can we detect comments that require immediate attention. All members of the CCDC Communications Subcommittee are responsible to help monitor comments on social media platforms. The social media policy provides guidelines, sets boundaries for appropriate behavior, and defines what is acceptable and what is not in our social media platforms.
3. Press Releases and Spokespersons - Communications Subcommittee in conjunction with the CCDC collaboratively prepares Press Releases and designates spokespersons to respond to inquiries by the press.
4. Training- Complete the National Democratic Committee training Digital Campaigning: Social Media <https://traindemocrats.org/course/social-media/> and share training manuals, events, programs, and opportunities through the shared Communications Subcommittee Google Doc Folder.

### **External Guidelines**

We strive to encourage a community of debate on our Facebook page and encourage your participation. Please treat the community and your fellow participants with respect – even if you disagree with a post or comment. For the benefit of healthy discussion, we ask that comments remain on topic and relevant to the conversation. This means that comments should relate to the topic that is being discussed within that wall post. Do not post any content or comments that may be inappropriate, offensive, profane, culturally, racially, gender, or socially insensitive, disruptive, harassing, or defamatory. Off-topic and offensive posts may be hidden, moved, or removed.

If you have any suggestions about additions or revisions to these Guidelines, please submit them to the CCDC Communications Chair Jo Bitzer at [jobitzer88th@gmail.com](mailto:jobitzer88th@gmail.com).