

# LTWC External Social Media Policy

## Comment moderation policy

*Approved by Board of Directors: Feb 5, 2015*

The Long Tom Watershed Council (LTWC) maintains social media platforms and participates in online conversations to further our mission, increase our visibility in the community and enrich the discussion of issues important to us. We retain sole ownership rights to any blogs and social networking platforms created to represent the organization and editorial control of all content posted to them.

As a nonpartisan organization that relies on the collective wisdom and voluntary action of our community members, we do not take sides in political debates and seek collaboration instead of controversy. We respect the principles of free speech and the views of our followers and those who choose to participate in conversations on our platforms. In order to ensure civil discourse and constructive dialogue about our organization and issues important to our mission, we retain the right to review, edit, and remove all comments.

We will not post personal attacks nor inflammatory, libelous or insulting comments. Those who engage in ANY trolling behaviors – posting hostile comments intended to cause dissention and controversy online rather than furthering thoughtful discussion – will be banned from all further participation in discussion across our platforms.

We ask followers and commenters to stay on topic in the comments threads of our posts and will remove comments that diverge significantly from the conversation. We will not allow comments that appear to be spam.

Those with more detailed questions about appropriate comments and those unsure why a comment was not approved for posting may contact the communications lead<sup>1</sup> via email.

## Online interaction policy

With our above stated social media goals in mind, we choose to limit our online interactions to conversations dealing with issues affecting the LTWC and its mission and the issues important to our supporters, peer organizations and coalition partners. We will not respond to off-topic comments, spam or defamatory posts.

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<sup>1</sup> Current communications team: as of June 20, 2014, the LTWC Operations Manager is the communications lead.  
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We understand that others may support a different view from one we have posted. We may engage in limited professional, respectful conversation around issues germane to our organization with commenters who show the same level of professionalism. We will not respond to comments that may cause controversy and harm rather than furthering thoughtful discussion, nor will we engage around contentious issues. We are not saying these issues may not be worthy of discussion; however we focus on collaborative work happening on-the-ground and through more formal planning and grant processes, and we are thankful for each person and organization willing to make a positive step for watershed health. Thank you for your interest and engagement!

## General commenting standards

- **Timeliness:** Our social media team will respond to relevant comments on our social media platforms or to responses to comments we post as soon as possible.
- **Accuracy:** Posting accurate content is of paramount importance to the LTWC. Our social media team will not post or comment without first fact-checking all information.
- **Error correction:** Our social media team will correct any inadvertent inaccuracies in our posts or comments after verifying the facts.
- **Confidentiality:** Our social media team will not engage in discussions of information the organization considers confidential and we ask followers and commenters to do likewise.
- **Disclosure:** Our employee social media policy will instruct all employees engaged in public conversations about us to clearly disclose their affiliation and state whether they are commenting as individuals or are authorized to speak for the organization on the particular topic.