

SOCIAL MEDIAL POLICY

Maine Animal Control Association (MACA) has established an account on social media platforms, including Facebook and a Webpage. In order to protect the professional reputation of MACA and affiliated organizations, and for the protection of its members, the following policy has been established to define the organization's approach to the social media platforms used by the Association.

Hereafter, the work "feed" shall refer to the unique social media page (i.e. Facebook, Twitter, LinkedIn, etc...) dedicated to MACA members and its accepted Followers. The word "post" shall refer to a statement or link that is posted on the MACA social media feed.

The objectives of the Social Media Policy are as follows:

- Define the objectives of MACA's participation in social media;
- Define which MACA members are authorized to administer the MACA social media feed(s);
- Define the checks and balances to be used by MACA members authorized to administer the social media feed(s);
- Describe the contents and topics acceptable (and not acceptable) for posts;
- Outline guidelines for interacting with other social media users;
- Establish a Privacy Statement and Disclaimer to appear on the MACA social media feed(s)

Objectives

The objective of each MACA social media feed(s) is to inform members, affiliate groups, and regulatory agencies about resources that MACA can provide to its members, information pertinent to the industry, and the activities of members.

The social media feeds(s) will supplement and complement the information MACA publishes on its website (www.macamaine.org), in any newsletter created, and that is made available at its conferences and training events.

The benefits of the dynamic social media feed(s) include:

- Letting MACA Followers know about important events, training, laws, and conferences that may be of interest, and providing links to those.
- Linking MACA Followers to information about MACA that is published by other sources.
- Providing current, accurate information in a timely manner to a wide audience.
- Communicating with those members that use mobile devices.

Members Authorized to Administer MACA Social Media Feeds

The following MACA members shall share a log-in to each MACA social media feed.

- The MACA President
- Board Members

- Others as approved by Board (ie. Training Coordinator)

These members shall be considered authorized to administer the MACA social media feed(s), and have the responsibility to do so in compliance with the limitations included in this Policy.

Checks and Balances

Authorized administrators of the MACA social media feed(s) shall use e-mail to solicit approval from other authorized members prior to posting a specific post. No post shall be added to the Feed without the agreement of at *least two* other authorized administrators.

If authorized administrations cannot agree on the appropriateness of a proposed post, the content shall be presented to the Executive Committee in writing at either the next scheduled meeting or a special meeting as needed. The Executive Committee shall vote to accept to reject the proposed post.

Authorized administrators of the MACA social media feed(s) shall discuss on a monthly basis, or as needed, in person or by e-mail, any comments, compliments, and/or criticisms received on materials added to the MACA social media feed(s). These discussions shall be used to revise the Social Media Policy over time.

Content and Topics Acceptable for Updates and Posts

MACA will post information on the following:

- Updates from State Legislation
- Dates and times of meetings and/or trainings
- Announcements of Annual Trainings
- Requests for speakers at events if needed
- Changes to members of MACA Executive Committee
- Presentations done by speakers at trainings
- Awards or honors given to MACA members
- New Member announcement
- Licenses and certifications received by MACA members
- Links to MACA in the media
- Training Opportunities

The following content will not be permitted:

- Statements that express political, social, religious, or similar beliefs or opinions.
- Statements those are racist, sexist, inflammatory, discriminatory, offensive, or otherwise inappropriate.
- Statements made for personal or political gain.

- Statements that imply or state endorsement of a product, person, equipment, or for-profit entity.
- Advertisements for any product, person, equipment, or for-profit entity unless pre-approved by executive decision.
- Any other content that is determined to be inappropriate by vote of the Executive Committee.

Guidelines for Interacting with other Social Media Users

Members authorized to administer the MACA media feed(s) have sole responsibility for accepting and/or rejecting requests from other social media users to Follow the MACA media feed(s), and for Following other social media users. Acceptable Followers and Feeds to Follow may include, but are not limited to, the following:

- Member organizations and individual Members;
- Local, State, and Federal regulatory agencies;
- State or Regional Organizations, such as State of Maine Animal Welfare etc.
- Member Associations in other states.

Authorized administrators of the MACA media feed(s) shall discuss as needed, in person or by e-mail, any comments, compliments, and/or criticisms received on materials added to the MACA media feed(s). These discussions shall be used to respond and remove any of the above material. These discussions shall be used to revise the Social Media Policy over time.

Privacy Statement and Disclaimer

The following Privacy Statement shall appear on the MACA social media feed(s), which shall reference the 'Help' features appropriate to that feed:

"Followers shall be aware that this social media feed is a public space on the internet and all interaction is publicly viewable and searchable over time. If you want to keep your channel private, you can protect your updates. For further assistance, go to (*insert appropriate URL*). Your user identity or email address is not recorded unless you choose to provide it or include it in your post. Your email address will only be used for the purpose for which you provide it. Please also note the privacy policy of this social media outlet."

The following Disclaimer shall appear on each MACA social media:

The way in which MACA manages this social media feed will be influenced by the participation of our Followers, and their responses to our feed. If MACA is following you on this social media outlet, and you'd rather we didn't, please let us know and we'll stop.

MACA will attempt to maintain the currency and accuracy of information published on this social media feed, but the information included in links is subject to change. It is advisable that users conduct independent research and evaluation before acting on information MACA posts to this social media feed.

Links to external websites and sources of information are provided as a convenience to users. While we aim to provide information and resources that are useful to our followers, the content and management of such sites are not under the control of MACA. The inclusion of any link on this social media feed is provided for the information of users and does not imply endorsement of that website, agency, service or person. MACA is not responsible for the content of reliability of links, or for any loss or inconvenience arising from their use.

MACA does not commit to replying to all messages or post. Official correspondence should addressed to:

Maine Animal Control Association

c/o Maine Municipal Association

60 Community Drive

Augusta, ME 04330

Phone: (207) 623-8428