



Central Florida Chapter of NIGP Policy Governing Use of Social Media

1. **OBJECTIVE:** To provide the policy and procedures for developing applications and providing content on external Web applications and social media platforms in order to ensure consistency with our Chapter brand and content. This Policy also provides that such applications and platforms will be regulated to ensure the appropriateness of content.
2. **AUTHORITY:** This procedure is approved by the Board dated September 16, 2011.
3. **DIRECTION:** The Technology Committee (subject to direction by the Board)
4. **FUNCTIONS**
 - A. Definitions
 - (1) "Web based social network services" are external Web sites or services. Most social network services provide a variety of ways for users to interact, such as e-mail and instant messaging services. Examples of current social network services are Facebook, Twitter, LinkedIn, GovLoop and Blogs.
 - (2) "Content managers" are the individuals responsible for maintaining the information on a site.
 - B. Selection of Social Media Sites
 - (1) Given that social network sites vary in content and use, the Technology Committee will review a site before a Chapter account is created, including:
 - i. Determining whether the site allows comments or posts to be turned off. It will be in the discretion of the Chapter whether a site or platform will be used in the event that the platform will not allow the Chapter to turn off the comments or posts feature. If the Chapter utilizes a site or platform that will not allow the comments or posts to be turned off, the Chapter reserves the right to implement the controls set out in subparagraph C (2) hereinafter, and in all events, the Chapter disclaims responsibility and liability to the fullest extent allowed by the law for any inappropriate content or posting on any network site or platform.
 - ii. Ensuring the site provides adequate mechanisms, features and allows for the Technology Committee to control content.

- iii. Reviewing the concept, audience, and marketing plan for the site.
- (2) The Technology Committee may establish the Central Florida Chapter of NIGP on social media accounts, even if the Chapter does not currently plan to use them. This will reserve the name and keep another person or organization from presenting themselves as the Central Florida Chapter of NIGP.

C. Use of Social Media Sites

- (1) Any social media site used on behalf of the Chapter must be approved by the Technology Committee.
- (2) If a social media site or any other web based platform used by the Chapter allows for comments to be posted by the public, the Technology Committee reserves the right to edit or remove content based on the criteria listed below. The Chapter also reserves the right to turn off the ability of third parties to post or comment, at its discretion. The Chapter's intent is to maintain a moderated online discussion directly relating to topics posted by the Chapter, with language that is deemed appropriate to read.
- (3) Social network sites shall be used to:
 - i. Promote the Chapter, including events and initiatives
 - ii. Promote NIGP, including events and initiatives
 - iii. Promote UPPCC certification
 - iv. Foster communication among procurement professionals
 - v. Recruit potential new members (including students)