

# Blacks United in Leadership and Diversity (BUILD)

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## Administrative Policy

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### Chapter 1: Business Resource Group (BRG) Administration

Contact:	Communications Subcommittee Lead or Co-lead	Effective:	June 19, 2021
Reference:		Supersedes:	n/a
Forms Used:	none	Applies to:	All BUILD members acting on behalf of BUILD
		Approved by:	<u>/s/</u> BUILD Chair

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## Using Social Media Accounts

### PURPOSE

With emphasis on leadership positions, BUILD seeks greater representation for the Black Community in all levels of public sector employment. BUILD uses its presence to bring awareness to and dismantle the reality of institutionalized racism. The purpose of this policy is to provide guidance for BUILD members in using BUILD social media accounts and describe roles and responsibilities. This policy is intended to promote a responsible, professional image; minimize risk; and adhere to the rules and laws regarding privacy and records retention.

### DEFINITIONS

Content	Content consists of text, articles, photographs, videos, applications, infographics, links, graphic elements, messages, and comments.
Social media	An internet service structured to allow or encourage user contributions to interactive content on web-based or mobile-device networks. Examples include, but are not limited to, YouTube, Flickr, LinkedIn, Facebook, and Twitter. BUILD's website currently does not accept public comments. Readers may contact BUILD through BUILD's contact webpage.
Social media coordinator	A subcommittee member in the Communications subcommittee assigned to coordinate and manage one or more BUILD social media accounts. Different accounts may have different coordinators.

## POLICY REQUIREMENTS

All BUILD committees may request content be posted through BUILD's social media accounts for external communication, as appropriate, by following the requirements below. BUILD does not post private content to its social media accounts.

### Roles and responsibilities

1. The Communications Subcommittee (CSC) co-lead or designee is responsible for general oversight of the content and use of BUILD social media accounts. These responsibilities include:
  - a. Determining the topics to be covered on social media accounts.
  - b. Identifying members, including the social media coordinator, authorized to post content.
  - c. Ensuring that the content follows applicable privacy guidelines.
  - d. Ensuring that posts follow records retention procedures.
  - e. Bringing potentially questionable content (see section 3) to BUILD leadership prior to posting.
  
2. The social media coordinator is responsible for:
  - a. Day-to-day maintenance of the accounts.
  - b. Posting of content.
  - c. Regular training and information sharing with members authorized to develop and post content.
  - d. Regular reporting to the BUILD Chair or designee through the communications subcommittee co-lead(s) concerning goals, analytic reports, or any issues with the maintenance or effectiveness of BUILD's sites or accounts.
  - e. Monitoring accounts for inappropriate or offensive comments or privacy concerns and taking appropriate action. This is generally in consultation with the CSC co-lead or BUILD leadership when applicable.
  - f. Adding large-scale social media campaigns to BUILD's social media calendar.
  - g. Bringing potentially questionable content (see section 3) to CSC co-leads.

### Content management

3. The CSC co-lead, designee, or social media coordinator works with BUILD members who develop content for posting to BUILD's social media accounts to make sure the content:
  - a. Adheres to applicable State/Federal laws, policies, and ethics rules.
  - b. Follows applicable privacy guidelines.
  - c. Adheres to BUILD values and abides by socially acceptable standards.
  - d. Is accurate, within reasonable attempts to assure that it is.
  - e. Does not contain obscene, abusive, libelous, inflammatory, or unlawful communication. Special emphasis is applied to content intended to "othering" individuals or groups.
  - f. Does not support or oppose ballot measures or candidates for public office, or attempt to influence the passage or defeat of any Washington State legislation.

- g. Does not promote or oppose political causes. However, content related to the normal and regular conduct of BUILD is permitted. For example, presenting Black Community-related facts or impacts of policy decisions made at the state or federal level.
  - h. Does not promote or oppose any corporate or business interest other than promoting BUILD's goals and values.
  - i. Does not violate copyright laws. BUILD members must obtain permission to use copyrighted materials or personal depictions before members authorized to post content will do so. BUILD makes every attempt to properly attribute works not created by BUILD.
  - j. Does not contain information that could be perceived to be in conflict with BUILD's or the state's interests.
  - k. Content deemed problematic by the co-lead will be directed to BUILD leadership for consideration. For example, whereas information advertising a state sponsored event may be reposted without BUILD leadership review, information about a non-permitted gathering must be reviewed by BUILD leadership.
4. The CSC co-lead, designee, or Social Media Coordinator will ensure appropriate media releases are obtained prior to posting content featuring an individual or group. Photos taken at public events do not require media release forms.
5. Videos produced by:
- a. BUILD must be posted through BUILD's YouTube channel, to protect the integrity of the videos and guard against misuse.
  - b. Outside sources and linked within the social media account must be appropriate according to section 3.
6. BUILD social media accounts must contain a post of the following comment policy if the account accepts public comments:

**Comment policy**

Comments are public record and may be archived. Comments made will in no way constitute a legal or official notice, comment, or request to BUILD. For example, a post or comment that asks BUILD to provide public records will not be considered a public records request. Please see the Office of Financial Management (OFM) website <https://ofm.wa.gov/about/contact-us> for contact information related to official correspondence.

Free speech protections apply to the speech of third party commenters. Blocking someone from commenting, or deleting comments that do not fall into specific restricted categories listed below, is not allowed. For example, BUILD may not remove comments from its social media platform because the comment criticizes BUILD or BUILD does not agree with the comments.

The views expressed in comments reflect those of the authors, who are solely responsible for the content of their comments.

BUILD reserves the discretion to delete comments that are:

- Off topic. For example, blatant commercial advertisements.
  - Not made in a civil manner.
  - Personal information, including but not limited to email addresses, telephone numbers, mailing addresses, or personal identification numbers.
  - Personal attacks or defamatory statements, including derogatory epithets directed at another individual or group of individuals with a special emphasis on “othering”.
  - Violent, obscene, profane, or threatening.
  - Advertisements or solicitations of any kind.
  - Repetitive posts, including those that are copied and pasted.
7. Records management: Records in a social media platform have the same legal, policy and administrative requirements of those in BUILD environments and on BUILD-owned devices. Social media posts and comments are subject to retention requirements under approved retention schedules. Retention questions should be directed to the OFM Records Coordinator or OFM Records Officer.
8. Public Disclosure: Content posted on a BUILD social media account is a public record for the purposes of public disclosure under the Public Records Act, Chapter 42.56 RCW. This includes all content, whether it originates from BUILD or from an external commenter. Such content is subject to disclosure upon request like any other record created, owned, used or retained by BUILD. All social media content must be searched and provided if it is responsive to a public records request. BUILD programs using social media must establish mechanisms to capture and retain public records made or received using social media. Questions about public disclosure obligations related to social media content should be directed to the OFM Public Records Officer through the BRG OFM Coordinator or other designee.
9. BUILD member engagement with social media from personal accounts:
- a) BUILD members who choose to do so are expected to engage with the official BUILD social media accounts in the same professional manner they conduct themselves in the public sector workplace.
  - b) BUILD members should refrain from speaking on behalf of BUILD when responding to comments on BUILD social media or sharing posts. BUILD members are free to engage and share, but should note their opinion is their own and not BUILD’s. BUILD will delete comments on BUILD’s social media that go against this policy.
  - c) BUILD members should refrain from tagging, mentioning, or using a platform’s “check-in” or location tagging feature to check-in at BUILD events if the content posted could be seen as questionable workplace activity or could impact BUILD’s public reputation. BUILD members may be asked to untag BUILD or delete questionable posts or images.
  - d) BUILD members who choose to publically identify their BUILD membership or explicitly identify their status as a BUILD member on their personal social media accounts must ensure that any content they create, post, or share on their personal social media complies with OFM Administrative Policies for Personal Conduct.