



Social Media Policy

East Bay Community Energy (EBCE) has a business need to augment traditional communications methods with the use of social media channels. The use of social media presents EBCE with an opportunity to enhance communication with customers as a means to exchange information, increase brand awareness, and build positive engagement between EBCE and the public. This document establishes protocol for best practices when engaging with customers on social media and shall be revised and adjusted if desired.

Policy

I. East Bay Community Energy is responsible for determining who is authorized to use social media on behalf of the agency.

II. Staff should strive to respond to comments on social media within 24 hours, if bandwidth allows, and if the comment warrants a response.

III. Comments containing any of the following should be removed as soon as possible;

- i. Profane language or content;
- ii. Offensive content that promotes or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or sexual orientation;
- iii. Sexual content;
- iv. Content intended to threaten or defame any person, group, or organization;
- v. Content that solicits or promotes non EBCE commercial services or products;
- vi. Content that compromises the safety of the public or EBCE employees

IV. All comments posted to EBCE social media will be monitored. EBCE reserves the right to deny access to its social media pages to any individual who violates the above standards.

V. A comment on any EBCE social media page is the opinion of the commentor or poster, and does not imply endorsement of, or agreement by, EBCE.