



## Interagency Board Social Media Policy

### Purpose

The intent of this policy is to set rules, standards, and guidelines for the purpose of social media and networking (including Facebook, Twitter, LinkedIn) while representing the Interagency Board (IAB).

### Content Guidance

When using social media tools, members and Subject Matter Experts (SMEs) must be mindful of privacy settings and conduct that may reflect poorly on the IAB. Therefore, the following guidelines have been established for posting on the IAB's official social media pages as well as for use on personal accounts when discussing the IAB or IAB-related projects or documents.

It is acceptable to post information about the following:

- IAB-cleared information
- IAB projects or activities
- IAB partner activities
- News/Research/Events related to first responder audience
- Collaboration with colleagues

Retweeting or sharing information, originally posted by another user, should be used with discretion and may include:

- Information, news, or thoughts related to and reflect well on the IAB mission that are of interest to the audience
- IAB-related information others have posted

In general, these guidelines are not intended to cover every possible situation. You must use judgment and good practice.

- Respect the IAB's confidentiality and proprietary information: Do not disclose any information that is confidential or proprietary to the IAB or any third party that has disclosed information to the IAB. This includes draft versions of IAB projects, documents, and papers as well as presentations provided to the IAB at board meetings or working group meetings.
- Avoid commercial content: Nothing that is of commercial interest or that serves as advertising for one manufacturer or vendor over another should be posted, unless the content has been approved by the Leadership Team.
- Keep content brief: Keep your social media entries brief and to the point.
- Link to related content: Link to related content on the IAB website or other appropriate content (web sites, articles, videos, etc.). Suggested sites for links include the following IAB partner's websites – DoD, DHS, FEMA, DOJ, NIOSH, NFPA, IAFF, IACP, etc.

- Refrain from posting unacceptable information: Do not post information, images, videos, Quick Response Codes (QR codes), and referenced websites on IAB social media sites that contain religious or ethnic slurs, lewd statements, personal insults, illegal activities, statements that may incite violence or discord, and/or harassing comments. Also, do not tag/mention IAB in inappropriate pictures or statuses.

### **Disclaimer & Personal Accounts**

IAB members, SMEs, or guests must not use personal social media accounts to post messages on behalf of the IAB. Instead, members or SMEs who are not authorized to speak on behalf of the IAB may share their opinions or thoughts about the IAB and IAB-related topics via personal social media channels as long as they include a disclaimer clearly acknowledging that their personal opinions do not reflect the opinions of the IAB. Even for personal use, IAB membership should conduct themselves professionally and post tasteful, professional comments on their personal pages. Members are strongly encouraged to submit IAB related content to the IAB Program Office prior to posting on personal accounts if there is any question as to its suitability.

### **Management Process**

Only the IAB Leadership Team and Program Office have the authority to establish an official IAB social media channel. Administrative privileges will only be granted to the Program Office, unless otherwise advised by the Leadership Team. All content posted on IAB social media sites, which originated from the IAB, must be vetted and approved by the Leadership Team. The IAB Program Office will vet draft content through the Leadership Team on a weekly basis, to ensure information is relevant and timely.

IAB membership is strongly encouraged to submit potential content for consideration on IAB social media channels. If IAB members and SMEs should submit potential content to the IAB Program Office for consideration and review purposes, the Program Office has the right to revise all content prior to the vetting process. This guidance does not include sharing information posted by another first responder source where the IAB is not the originator.

When submitting potential content for posting, members should include the following –

- Content
- Content Source (name of organization, association, publication, etc.)
- Resource (website, document, photo, graphic, etc.)

### **Security**

Taking proper security measures on all social media accounts is very important. All members and SMEs must follow the existing security policies on each social media site. Please understand the functions of each social media site and that the information posted on these sites are public record and available to everyone. Please also make sure you only connect (like, follow, contact) with people, organizations, groups you know. The IAB urges membership to avoid posting content that may disclose personal information about themselves or others on the IAB. Certain content shared in posts or profiles could unintentionally compromise personally identifiable information and should be avoided.

### **Agreement**

*Any breach of these guidelines may result in the suspension or termination of involvement in the IAB, up to and including the termination of membership or any other relationship with the IAB.*