



MARBLETOWN, NY

Established 1703

Social Media Guidelines for Marbletown ECC

What to Post

1. Plans of, and progress by, the Marbletown ECC.
2. Environmental and climate progress/action on the international/national/state/local level.
3. Links to articles/editorials related to environmental concerns/climate change.
4. Announcements of events related to environmental concerns/climate change.
5. Advocacy/encouragement on issues the Marbletown ECC works on, such as pollinators, plastics, recycling, Zero Waste, compost, as it relates to climate, ecosystem health, etc.

What to Avoid

1. Addressing topics not related to environmental concerns/climate change.
2. Opinions held by and/or written by the poster which do not reflect general stances taken by the Marbletown ECC.
3. Firing off an “emotional-sounding” post while annoyed or angry.
4. Stirring the Pot or Biting the Hand that Feeds You or Burning Bridges:
Think about this before posting links to any articles/editorials that are critical of local towns, local governments or local people. There could be negative consequences.

A Note on Tone

Even the occasional negative/polarizing word can change the tone of an entire feed. Before posting, consider whether the subject matter and the wording are representative of how the ECC should be portrayed. A positive Commission requires a positive public tone.

By “negative” we do not mean alarm; the climate emergency is deeply alarming, as is bee colony collapse and other aspects of ecological destruction that we take seriously. Calling for corporate responsibility, for example, is not “negative.” Rather the goal is to avoid words or tone that could be construed as personal attacks or a reputation for posting *only* “downers”!

Speaking up on Climate

In order to accomplish its climate goals, Marbletown ECC may at times encourage the general public to make the seriousness of their concerns about climate and the environment known to decisionmakers. This is acceptable especially with a tone of encouragement and support for positive changes, helping to connect people with their neighborhood, home communities, and with decision-making that impacts the environment and climate.