



Climate Smart Kingston Commission  
 420 Broadway  
 Kingston, NY 12401  
 (845) 481-7339

Social Media Policy and Outreach Strategy

**Using Social Media Sites**

The intended purpose of the Climate Smart Kingston Commission’s social media site(s) is to disseminate information to the Kingston community regarding matters that are covered by the City’s Climate Action Plan, excluding advocacy. The Commission will not affiliate with, endorse or denounce any political party. The Climate Smart Kingston Commission will approach the use of social media tools as consistently as possible. The Climate Smart Kingston Commission social media administrators shall monitor the social media sites for comments requesting responses from the Commission and for comments in violation of this policy.

Examples of use:

- Public Meetings / Agendas (linked back to City’s page)
- Upcoming events and programs
- Progress on Climate Action Plan actions (linked back to City’s page and new posts after each CSK meeting based on progress)
- Relevant local, regional or national environmental news
- Relevant events (Mid-Hudson Region, and statewide when applicable)

**Be Transparent and Disclose**

Commissioners representing the City government via City social media sites must conduct themselves at all times as a representative of the City and in accordance with all City policies.

**Be Responsible**

Social Media lets you communicate incredibly fast and have your message go viral in seconds. This makes it difficult to fix an inaccurate message once you’ve shared it. The best thing to do is double check all content before you share it. Make sure you’re engaging in Social Media conversations the right way. If you aren’t an authority on a subject, send someone to the expert rather than respond yourself. Don’t speak on behalf of the City if you aren’t giving an official City response and be sure your audience knows the difference. If you see something being shared related to the City on a Social Media platform that shouldn’t be happening, immediately inform the Commission Chair, or some other appropriate contact.

**Social Media Account Ownership**

Through participation in Social Media activities as part of your role as Climate Smart Kingston Commissioner at the City, that account is considered City property. You will not try to change the password or the account name or create a similar sounding account or have any ownership of the contacts and connections you have gained through the account. An employee of the IT or Communications Department of the City must be an administrator on any Social Media accounts associated with the Climate Smart Kingston Commission.

**ACKNOWLEDGEMENT OF RECEIPT AND UNDERSTANDING OF THE CLIMATE SMART KINGSTON COMMISSION SOCIAL MEDIA POLICY & OUTREACH STRATEGY**

I hereby acknowledge that I have received the Climate Smart Kingston Commission Social Media Policy & Outreach Strategy.

I understand that I am responsible for abiding by the guidelines in the policy and procedures at all times.

\_\_\_\_\_  
 Commissioner’s Name (Please print)

\_\_\_\_\_  
 Commissioner’s Signature

\_\_\_\_\_  
 Date Signed

## Outreach Strategy

- Determine Social Media Platform
- Establish 3-4 Administrators, plus a City representative
- Determine, at each CSKC meeting, at least 1-2 items to post following the meeting
- Each administrator should set a goal of posting once per week
- Use images as appropriate with posts.
- Posts from private vendors promoting sustainable products or services should be minimized or if used, be posted with an endorsement disclaimer: *Any reference obtained from this post to a specific product, process or service does not constitute or imply an endorsement by the Climate Smart Kingston Commission. The views and opinions expressed in any referenced post do not necessarily represent the opinions of the City of Kingston.* (this will be in the About section)
- Link to the City website for any relevant posts.
- Monitor responses and manage accordingly within 24 hours.

### Current Facebook Administrators of Climate Smart Kingston (a/o 9/27/17)

Mike D'Arcy

Betta Broad

John Wackman

Sarina Pepper

Emilie Hauser

Megan Weiss Rowe or Kyle McIntosh