

WAYNE COUNTY DEMOCRATIC PARTY MEDIA POLICY (APPROVED 11/8/2017)

Goal

To further the values and goals of the Wayne County Democratic Party (WCDP) through informing members of important issues and events at the local, state and national level.

We do this by using social media sites and email to post information that adds value to those interested in the Democratic Party and that promotes positive growth, action, and conversation in and with the Democratic Party.

WCDP social media sites and email will not tolerate abusive posts or comments of any kind and reserves the right to block users who violate this policy.

Facebook Guidelines:

Anyone can post content on the Wayne County Democratic Party Facebook page, as long as it furthers the goals of the Party.

The Facebook page is moderated. WCDP administrators reserve the right to delete posts or comments that:

1. Contain comments or content that promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation/identity, gender identity, genetics, status with regard to public assistance, veteran status, national origin, physical or intellectual disability.
2. Use vulgar language or personal attacks of any kind.
3. Are clearly off topic, contain spam, advertisements, promotions, or links to other sites that are not relevant to the values and goals of the WCDP.
4. Infringe on copyrights or trademarks or advocate illegal activity.
5. Contain personal information that infringes on the privacy of others.
6. Promotes distribution of or actively distributes false information.

Organizations or individuals with events or information that they think is relevant to the WCDP and would like to promote on Facebook should send a private Facebook message to the Party. The WCDP will determine if the information furthers the goals of the Party and act accordingly. Examples of events to promote include, but are not limited to:

- Educational events
- Local government meetings
- Political rallies or events

Email Guidelines:

The WCDP has a policy to send out emails to those who have shared their email address. For emails sent to the entire membership of the WCDP group (i.e., those people for whom the party has email addresses), we will use the following guidelines.

- Emails from the party or on behalf of the party should only be sent out by the Chair or designee.
- Email should be used intentionally sparingly so we don't overwhelm inboxes and continue to assure value added to our communications.
- Party members who request an official party email be sent out should give the chair a minimum of 48 hours notice.
- As a general policy we do not send out emails on behalf of other organizations, but doing so is at the discretion of the WCDP Chair. Other organizations or individuals can be directed to our other social media sites as mentioned.
- Official party emails should always have options in the text for unsubscribing from the email list.

Other emails may be sent to sub-groups of the party membership regarding WCDP business or to further party goals. For example, an email may be sent to member volunteers for specific events, such as canvassing or festivals. These types of emails may be sent by members of the party who are coordinating those events, volunteers, sub-committees, task forces, etc., and do not need to be sent by the party Chair.

Twitter Guidelines:

The WCDP administrators will tweet information that furthers the goals of the local, state, and national Democratic Parties.