



## Social Media Policy

Ava Community Energy (Ava) has a business need to augment traditional communications methods with the use of social media channels. The use of social media presents Ava with an opportunity to enhance communication with customers as a means to exchange information, increase brand awareness, and build positive engagement between Ava 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. Ava 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 Ava commercial services or products;
  - vi. Content that compromises the safety of the public or Ava employees
- IV. All comments posted to Ava social media will be monitored. Ava reserves the right to deny access to its social media pages to any individual who violates the above standards.
- V. A comment on any Ava social media page is the opinion of the commentor or poster, and does not imply endorsement of, or agreement by, Ava.