



Social Media Policy

Our social media mission: To serve as the premier regional watershed presence in the social media community by posting resources, educational facts, and opportunities that improve and protect water resources in Central Indiana.

Objectives/purpose of our social media presence:

- Increase public awareness of water quality concerns, pollution sources, and individual impacts in the Upper White River Watershed
- Create name recognition for our organization
- Increase our membership and support

Frequency: We will post to Twitter and Facebook approximately once per week.

Decorum: We will keep communication casual, based in fact, and upbeat. We will not single out or intentionally offend any particular individual or industry that may be negatively affecting water resources; our posts will not be accusatory, they will be focused on awareness and solutions. We will use discretion at all times, be respectful of varying opinions, and be sure to appropriately attribute all content.

Responses: We will try to answer questions/comments within 48 hours.

Guidelines for negative comments: We will not engage negative commenters in negative dialogue. Responses to negative comments will be focused on facts, solutions, and encouraging individual action.

Guidelines for deleting comments: We have sole discretion to remove any comments posted on our page. We will delete inflammatory, harassing, threatening, or vulgar comments, or any posts that include the following:

- Phone numbers or email addresses of others
- Material that infringes on the rights of the Organization or any individual or entity, including privacy, intellectual property or publication rights
- Material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization
- Chain letters, posts the same content multiple times, or otherwise distributes SPAM
- Comments under multiple names or using another person's name

Chain of command: Empower Results, LLC, representing the UWRWA as a paid agent, will be responsible for all social media with assistance as appropriate from Board members and partners as needed.