

StopWaste Social Media Policy

Purpose: StopWaste supports the use of social media to further its organizational and project goals.

Social Media Use Policy – For Public Posting

StopWaste’s Social Media Use Policy is to be used by staff as the guiding document while using social media sites in an official capacity.

All official social media content will be subject to Communications Team review.

- StopWaste’s main website (www.StopWaste.org) is the organization’s primary and predominant internet presence.
- The best, most appropriate uses of social media tools for StopWaste fall generally into three categories:
 - As channels for disseminating time-sensitive information quickly;
 - As marketing/promotional channels that increase StopWaste’s ability to broadcast its messages to the widest possible audience; and
 - As a means to engage in transparent conversations between StopWaste, its membership, the press and the general public.
- StopWaste social media site articles and comments containing any of the following forms of content shall not be allowed:
 - Comments not topically related to the particular social media article being commented upon;
 - Profane language or content;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
 - Sexual content or links to sexual content;
 - Solicitations of commerce;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems;
 - Content that violates a legal ownership interest of any other party;
 - Content that encourages alcohol consumption or the use of legal/illegal drugs;
 - Content that contains confidential or proprietary information about the StopWaste, its employees or vendors; and
 - Content that violates another person’s right to privacy.

StopWaste reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.