

## **Social Media Policy**

Peninsula Clean Energy's social media channels are used to enhance communication with the public as a means to exchange information, increase brand awareness, and build positive engagement. This document establishes protocol for best practices when engaging with customers on social media and shall be revised and adjusted if desired.

On Peninsula Clean Energy social media channels that allow public comment, Peninsula Clean Energy shall provide a clear statement that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, links, documents, etc.).

1. Peninsula Clean Energy is responsible for the content posted on its social media accounts and for determining who is authorized to post on those accounts on behalf of Peninsula Clean Energy.
2. Peninsula Clean Energy staff should strive to respond to comments on social media within two (2) business days, if a response is determined beneficial to the furtherance of Peninsula Clean Energy's mission.
3. Peninsula Clean Energy reserves the right to not respond to comments made on our social media posts or accounts and to review, delete, and/or hide comments or submissions that:
  - a. contain profane or vulgar language;
  - b. contain personal attacks of any kind;
  - c. contain harassment of any individual or entity;
  - d. contain content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
  - e. contain hateful, threatening, libelous, or pornographic language or images;
  - f. are spam;
  - g. contain anything that could be illegal or fraudulent;
  - h. promote particular services, products, or political organizations;
  - i. infringe on copyrights or trademarks;
  - j. contain factually inaccurate information about Peninsula Clean Energy;
  - k. inaccurately imply endorsement, approval, or sponsorship by Peninsula Clean Energy;
  - l. can be confused with official communications of Peninsula Clean Energy;

- m. violate other users' privacy, such as releasing personal information about others, including name, address, or phone number; or
  - n. are duplicative or repetitive.
4. All comments posted to Peninsula Clean Energy social media will be monitored by Peninsula Clean Energy staff. Peninsula Clean Energy reserves the right to deny access to its social media pages to any individual who violates the standards articulated in this policy.
  5. A comment on any Peninsula Clean Energy social media channel is the opinion of the commentor or poster, and does not imply endorsement of, or agreement by, Peninsula Clean Energy.