



STANISLAUS COUNTY FAIR SOCIAL MEDIA POLICY

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This document includes recommendations for official use of social media at Stanislaus County Fair. These recommendations apply to employees or contractors communicating on behalf of Stanislaus County Fair through the use of blogs, Twitter, Facebook, LinkedIn, wikis, social networks, virtual worlds, or any other social media community. We expect all who participate in social media on behalf of Stanislaus County Fair to understand the technology they are utilizing and to follow these recommendations.

Emerging platforms for online collaboration are fundamentally changing the way we work. Social media offers new ways to engage with constituents, colleagues, and the world at large. This new model can help build stronger, more successful relationships if used properly. Online social networks allow you to listen, share and engage your constituents.

To all Fair Staff, Volunteers, and Temporary Employees:

One Official per Social Media Site. The Stanislaus County Fair has one official social media site for Facebook, Twitter, Blogs, LinkedIn, YouTube, Flickr, and Google+. No other site will be created without the permission of the Marketing and Communications Director.

Act and manage collaboratively. While the Fair asks employees and contractors to limit work-related social media commentary to discussions relating to corresponding areas of responsibility, it also expects collaboration and cooperation in supporting the objectives of other Fair social media programs by sharing information, strategies, and findings.

Be a team player, thinking and acting "outside of the silo." Take the time to alert colleagues in other units about comments and discussions taking place in the social media — negative as well as positive — regarding Fair programs, services, developments, activities, etc., including those outside your area. Doing so enables those responsible for specific areas and operations of the Fair to respond to and resolve complaints and acknowledge compliments professionally and effectively.

Ethical Dilemmas.

- Please do NOT respond to any negative comments from guests on any Fair social media site.



- Please do NOT have family members or friends respond to any negative comments from guests or sponsors.
- The social media specialist, with approval from the marketing and communications director, shall be the only one to respond.
- When participating in online communities, do not misrepresent yourself. If you are not a vice president, don't say you are.
- Act responsibly.

Crisis Communication:

- Fair officials ask that you please do NOT take photos of an incident or crisis occurring at the Fair and posting to your personal pages.

Disclose your affiliation. If you talk about work related matters that are within your area of job responsibility you must disclose your affiliation with Stanislaus County Fair.

State that it's YOUR opinion. When commenting on the business. Unless authorized to speak on behalf of Stanislaus County Fair, you must state that the views expressed are your own. Hourly employees should not speak on behalf of Stanislaus County Fair when they are off the clock.

Protect yourself. Be careful about what personal information you share online.



I have read the above Social Media Policies that pertain to The Stanislaus County Fair. I hereby agree to all terms and conditions with the Social Media Policies:

Print Name:

Date:

Signature:
