

- I. Protocol for featuring events on social media-- we need to make it clear to CC members how we will promote their events, so they can tell us if they do not want us to take any of the specific actions. I've drafted an email below:

- A. Dear Citizen Connect member,

- We are excited to help promote your incredible events on social media! This email outlines the different ways in which we will publicize your events:

- 1) Promote as a featured event. Every Monday, we post 2-3 events happening during the upcoming week.
    - 2) Share your event to our Instagram Story. We share all of the events happening on that day to our Story. However, we only do this if you already posted about the event on your page. If you don't post it to our page, but want us to share it, you can direct message us an image to @citizenconnectus on Instagram.
    - 3) Retweet you on Twitter, especially posts about your events
    - 4) Spotlight your organization's work. This will most likely occur if an article is published about your organization. However, we also may just share information about your organization.

- In general, if you are hosting a big event and want an extra social push from Citizen Connect, simply ask and we will happily support you. In addition, if you follow us on social media, we will follow you back. Then, we will see all of your content and share it more frequently. Our handles are: @citizenconnect3 on Twitter, CitizenConnectUS on Facebook and @citizenconnectus on Instagram.

- If you do not want us to take any of the previous actions for a specific event or all of your events, please email [michelle@citizenconnect.us](mailto:michelle@citizenconnect.us). There is a standing reminder when submitting an event to Citizen Connect.

- II. Moderation Guidelines

- A. We need to set some sort of protocol to monitor comments on our social media page. I've attached Coffee Party's guidelines. We can work off of those or we can write a different policy.
  - B. We can also include the line below on our website or somewhere else
    1. One of our core principles is civility: we treat one another with dignity and respect. Comments that use profane language, denigrate others or are condescending are deleted.

- III. A more detailed description of what I included in the email

- A. All platforms:
    1. Monday: featured events post. Brian will email these events on the Wednesday before to the social media person (right now Shelli).
  - B. Instagram:

1. Mostly use Instagram Stories:
  - a) Check CC website every day for the events happening that day.  
Find org on Insta: if they posted about their event-- share it to Insta Story.
- C. Facebook
  1. Spotlights
- D. Twitter
  1. Retweet events day of (just like Insta story model)
  2. Retweet partners' work
  3. Spotlights
- IV. We will promote members organizations' work, even if it conflicts with another organization's work. However, we will only uplift. We will not say that one is the right answer. We will not take a political stance on issues, rather promote the work an organization is doing around a certain issue.
- V. Remaining questions
  - A. What is Citizen Connect's social media role in contrast to Bridge Alliance?
  - B. What (if any) should CC own content look like?
  - C. How else can we utilize Facebook?