

TOWN OF SEABROOK ISLAND

Community Promotion & Engagement Committee Regular Meeting
May 18, 2023 – 1:00 PM



Town Hall, Council Chambers
2001 Seabrook Island Road
Seabrook Island, SC 29455

[Watch Live Stream \(YouTube\)](#)

Virtual Participation: Individuals who wish to participate in the meeting via Zoom may call (843) 768-9121 or email kwatkins@townofseabrookisland.org for log-in information prior to the meeting.

AGENDA

CALL TO ORDER

APPROVAL OF MINUTES

1. Regular Meeting: April 20, 2023

NEW BUSINESS ITEMS

1. 2023 Community Promotion Grants
 - a. **Seabrook Island Green Space Conservancy (SIGSC)** [Pages 4-5]
 - **Amount Requested:** \$1,262.33
 - **Purpose:** Permanent Conserved Property Signs for Conservancy Lots
 - b. **Kiawah Seabrook Exchange Club Foundation** [Pages 6-7]
 - **Amount Requested:** \$1,500.00
 - **Purpose:** Promotional items for the annual Seabrook Island Bohicket ½ Marathon or 10K Race.

ITEMS FOR INFORMATION / DISCUSSION

1. Communications & Events Manager Robin Ochoa
 - a. Update Disaster Awareness Day - (June 1st: 10:00 am to 1:00 pm @ SIC Island House)
 - b. Update Summer Chow Town Events
 - c. Update TOSI Social Media Policy
2. Committee Member Comments

ADJOURN

TOWN OF SEABROOK ISLAND

Community Promotion & Engagement Committee

Regular Meeting

April 20, 2023 – 1:04 PM

MINUTES

Members Present: Patricia Fox, Jean Conyers, Kim Westberg, Larry Phillips
Members Absent: Sharon Carter
Guests Present: Liz Fritz, Treasurer of Seabrook Island Artist Guild
Staff Present: Robin Ochoa

CALL TO ORDER

Chair Councilwoman Fox called the meeting to order at 1:00 PM. Ms. Ochoa confirmed that the requirements of the Freedom of Information Act were fulfilled, and the meeting agenda was properly posted.

APPROVAL OF MINUTES

Ms. Fox reviewed the minutes. As there was no discussion, Mr. Phillips made a motion to approve the minutes from the meeting of March 16, 2023, which was seconded by Ms. Westberg. The motion for APPROVAL was unanimous.

NEW BUSINESS ITEMS

1. 2023 Community Promotion Grants

a. Seabrook Island Artist Guild

- **Amount Requested:** \$1,500.00
- **Purpose:** Operating support for the Seabrook Island Artist Guild

Following a brief presentation by Liz Fritz, Treasurer of the Seabrook Island Artist Guild regarding the purpose of the proposal, the committee informed Ms. Fritz that the grant guidelines do not support the use of funds for food for events and furthermore that while the support to the Johns Island High School is laudable, again such use of funds is outside the parameters of the guideline. An amendment to the grant was suggested to approve funds to support monthly speakers at meetings that are all-island events in the amount of \$1,050. Mr. Phillips motioned for approval of the amended proposal which was seconded by Ms. Westberg. (Ms. Conyers recused herself from the discussion and voted as she is a member of the Artist Guild). The vote to approved the amended grant was 0 APPROVE and 3 DENIED. Further discussion led to the suggestion that the Seabrook Island Artist Guild revise the proposal and resubmit it for consideration at the May 2023 meeting.

ITEMS FOR INFORMATION / DISCUSSION

1. Communications & Events Manager Robin Ochoa

a. Beer & Wine at Summer Chow Town Events

Ms Ochoa shared that Town Council has approved the inclusion of beer and wine trucks at the summer Chow Town events.

b. TOSI Social Media Policy

Ms Ochoa reviewed the draft of Social Media Policy and was given feedback. A revised policy document will be reviewed at the next meeting.

2. Upcoming Events

a. Disaster Awareness Day - (June 1st: 10:00 am to 1:00 pm @ SIC Island House)

The Disaster Awareness Day events are open to all island residents and no registration is necessary.

b. May Chow Town - Incorporation Day

The Town of Seabrook Island Incorporation anniversary is May 26, and the May Chow Town event scheduled for May 31 will include a special recognition of the anniversary.

3. Committee Member Comments NA

ADJOURN

There being no further business, Ms. Westberg made a motion to adjourn the meeting which was seconded by Mr. Phillips. The motion was APPROVED unanimously. The meeting was adjourned at 2:38 PM. The next meeting will be at the Town Hall on May 18, 2023 at 1:00.

Prepared by: Jean Conyers
Date: April 21, 2023

4 PURPOSE

In the space below, please describe how these funds will be used to benefit the Town of Seabrook Island

SIGSC has been granted permission by SIPOA to mark conserved Green Space with permanent signage. The signage is in keeping with the guidelines and standards of the island and will enhance conserved properties by signifying the importance of Green Space, the value of our natural environment and diverse wildlife, and highlighting an important element of livability of Seabrook Island. Thank you for considering funding our grant request to defray the costs of signage.

5 REIMBURSEMENT

Upon presentation of all required documentation and/or receipts, to whom should the grant check be sent?

Cathrine Scully, Treasurer, SIGSC

Note: All documentation must be submitted to the Town Clerk no later than December 15th of the grant year.

6 CERTIFICATION

I hereby certify that all information contained herein is true and accurate to the best of my knowledge. I certify that I have the authority to submit this application on behalf of the above-named organization. I acknowledge that the Town reserves the right to require additional information and that the submittal of this application is not a guarantee of grant funding. On behalf of the organization, I acknowledge that any awarded funds shall be spent in accordance with all applicable laws and shall conform to the guidelines of the grant program. Furthermore, I acknowledge that the town is not party to nor liable for any dispute associated with the expenditure of awarded funds.

Applicant Signature



Applicant Printed Name

Meg Carter

Submittal Date

April 17, 2023

Please return completed applications to:

Town of Seabrook Island
Attn: Town Clerk
2001 Seabrook Island Road
Seabrook Island, SC 29455



Town of Seabrook Island
 2001 Seabrook Island Road
 Seabrook Island, SC 29455
townofseabrookisland.org



Community Promotion Grant 2023

Contact Us: (843) 768-9121
kwatkins@townofseabrookisland.org

The Town of Seabrook Island invites applications from eligible organizations for funding from the Community Promotion Grants program. Community Promotion Grants will be awarded to provide support for programs and activities that are designed to benefit the Town of Seabrook Island by promoting and enhancing community wellness, cultural and historical awareness, environmental and wildlife conservation efforts and economic development; or which improve citizen participation, satisfaction and sense of place. Applications will be accepted beginning February 1, 2023, and will continue to be accepted until the earlier of October 1, 2023, or until all available funds have been committed.

1 APPLICANT INFORMATION

Organization Name	Kiawah Seabrook Exchange Club Foundation		
Contact Person	Bill Nelson		
Mailing Address	3758 Beach Court		
Phone Number	203-948-2248	Email Address	
Brief description of the organization and its membership	The Kiawah Seabrook Exchange Club Foundation is the charitable organization used for raising tax free contributions for the the Exchange Club's grant activities and, in this case, to act as one of the sponsors of the annual Seabrook Island Bohicket 1/2 Marathon/10K Race. The Exchange Club has 103 members, over 85 being Seabrook residents with the others being from Kiawah and Johns Islands. The Exchange Club's mission is to raise funds and provide those funds to local charities.		
What is the organization's annual budget?			
Is this organization registered as a non-profit organization under state and/or federal law?	<input checked="" type="checkbox"/> Yes	<i>If Yes, Tax ID #</i>	
	<input type="checkbox"/> No		
If this organization is <u>NOT</u> registered as a non-profit organization, please explain how and why the organization operates as a not-for-profit under the grant's eligibility criteria			

2 GRANT AMOUNT

Amount Requested (Min: \$250.00; Max: \$1,500.00)	\$1500
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3 PROJECT BUDGET

In the space below, please provide a detailed budget showing how the requested funds will be spent if awarded:

Item(s) or Service(s) to be Purchased	Vendor (If Known)	Amount Budgeted
Race Day Promotional Activities	Go Rays Production	\$500
Set up and timing vendor promotional support		
Race registration		
Race Publicity - Signage, Materials, Website	Cellars website promotions	\$1000
	Cellars website promotions	
	Cooper River Run Expo	
	TOTAL	\$1500

4 PURPOSE

In the space below, please describe how these funds will be used to benefit the Town of Seabrook Island

Much like the Alan Fleming Tennis Tournament the Annual 1/2 Marathon/10K Race is a significant draw to raising awareness of Seabrook Island for both Charleston County residents and people from across the southeastern states. About 200 of the expected 800 overall participants are from Georgia, North Carolina, and other states in the region. For these people and others from around the Charleston area, the race is a unique opportunity to get a look at our Island and it's recreational and living opportunities. Prior year race participants report a very positive impression of Seabrook Island, the hospitality of it's residents, and the attractiveness of it's community.

As a significant event in the regional race calendar, the Seabrook Island name gets visibility to a young, healthy and energetic group that are an important target audience for our upbeat message. Also, the race attracts many local residents to a well organized sporting event that they can directly participate in as contestant and to motivate them to prepare with the healthy pre training activity that the race encourages.

5 REIMBURSEMENT

Upon presentation of all required documentation and/or receipts, to whom should the grant check be sent?

Bill Nelson, 3758 Beach Court, Seabrook Island, SC 29455

Note: All documentation must be submitted to the Town Clerk no later than December 15th of the grant year.

6 CERTIFICATION

I hereby certify that all information contained herein is true and accurate to the best of my knowledge. I certify that I have the authority to submit this application on behalf of the above-named organization. I acknowledge that the Town reserves the right to require additional information and that the submittal of this application is not a guarantee of grant funding. On behalf of the organization, I acknowledge that any awarded funds shall be spent in accordance with all applicable laws and shall conform to the guidelines of the grant program. Furthermore, I acknowledge that the town is not party to nor liable for any dispute associated with the expenditure of awarded funds.

Applicant Signature	
Applicant Printed Name	William Nelson
Submittal Date	May 11, 2023

Please return completed applications to: Town of Seabrook Island
Attn: Town Clerk
2001 Seabrook Island Road
Seabrook Island, SC 29455



5/8/2023

Digital Media Policy

2023 - 2024



Robin Ochoa

SEABROOK ISLAND COMMUNICATIONS MANAGER

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Internal Policy

Intended Audience

Employees of the Town of Seabrook Island, Council Members, Committee Members, and any person/s who post on behalf of the town or its associated employees.

Purpose

This document defines the social networking and social media policy for the Town of Seabrook Island. To address the fast-changing landscape of the internet and the way residents communicate and obtain information online, we may consider using social media tools to reach a broader audience, or to ensure critical information is provided as quickly and accurately as possible.

Employees should assume that anything done on social media – whether on a business or personal account – could be viewed by a colleague, supervisor, partner, contractor, other municipalities, customers, or potential customer. As such, any social media activity, even from employees personal account. The best thing to do is double check all content for accuracy and evaluate the potential impact before Employees post, share, comment or like. Employees activity on social media reflects on the Town of Seabrook Island and can impact the work environment, and, subject to applicable law, will not be exempt from this policy just because it occurred on a personal account or as a Seabrook Island employee.

*The primary thing to remember is social media is fluid, along with the way users interact. Always be creative, always be willing to take a chance and always have three sets of eyes.

The Town of Seabrook Island encourages the use of social media to further the goals of the community and the missions of its committees, where appropriate

External Policy

Purpose

To build communication and trust with our residents and visitors, and encourage participation through comments and feedback. As the online landscape continues to evolve, the opportunities for employees to communicate with our residents and the surrounding communities, each other and the world are evolving. Social media creates opportunities to champion our town's reputation and for personal expression, but it also creates risks and responsibilities. Employees should assume that anything Employees do on social media – whether on a business or personal account – could be viewed by a colleague, supervisor, partner, supplier, competitor, investor, resident, community member or potential customer. As such, any social media activity, even from Employees personal account, reflects on Seabrook Island and could have a local impact (positive or negative) on the town's image. The best thing to do is double check all content for accuracy and evaluate the potential impact before Employees post, share, comment or like. Employees' activity on social media reflects on the town and can impact the work environment, and, subject to applicable law, will not be exempt from this policy just because it occurred on a personal account or as a Town of Seabrook Island Employee.

Goals

The Town of Seabrook Island aims to effectively use Social Media Accounts to:

- Provide information.
- Support community engagement and outreach
- Support marketing and promotional campaigns
- Frame the public conversation around The Town of Seabrook Island

Please be aware that when engaging with this The Town of Seabrook Island through social media, Employees agree to the following.

Be Transparent and Disclose

When Employees talk about the Town of Seabrook Island on social media, employees should disclose that Employees work for the town. Employees friends may know where employees work, but their network of friends and colleagues may not, and employees don't want to accidentally mislead someone. Employees should use the **#Iwork4SeabrookIsland** in any post that discusses Seabrook Island. The disclosure needs to be in a place where it is hard to miss, so simply having it in the bio, buried between two other hashtags, or in a place that requires the viewer to click or go somewhere else to see the disclosure is not enough. Employees should include the **#IWork4SeabrookIsland** regardless of privacy settings and must adhere to any additional disclosure requirements under local law.

Follow the Law, Follow the Code of Conduct

To avoid violating trademark, copyright, or publicity rights, do not post images or other content without the consent of those who own or appear in the media. When Employees quote others, be sure to credit them and, if appropriate, add a link. Employees are also personally responsible for complying with any terms of the social media platform Employees are using. These terms differ across platforms and can include detailed community standards. Employees should be familiarized with the terms and standards for each platform Employees use.

Be Responsible

Make sure Employees are engaging in social media conversations the right way. Employees communications should typically reflect Employees area of expertise, particularly if Employees are communicating with a customer or otherwise about or on behalf of The Town of Seabrook Island. If Employees encounter customer questions or issues on social media, contact the town Communications Manager for review and support.

All employees are encouraged to speak about the community and share news and information, but only authorized and trained spokespeople may speak on behalf of The Town of Seabrook Island and issue official responses. Typically, this is the

Mayor, the Communications Manager, and the Town Administrator. If Employees see something being shared related to Seabrook Island on a social media platform that shouldn't be happening, immediately inform the Communications Manager, Employees manager, or review the town's Code of Conduct policy. And always remember that anything posted in social media can go viral or be screenshotted, reshared or reposted as there is very little privacy protection for anything shared on social media, no matter what Employees privacy settings may be.

If employees mistakenly post something on a social media platform, it will be hard to delete it completely. So be sure to only post content that would feel comfortable showing up in a boss's inbox, coworker's Twitter or Instagram feed, or the front page of any news site. Employees should avoid posting content that might contain legal conclusions, intellectual property that belongs to other companies, or defamatory or inflammatory language. Everything Employees post online can be traced back to Employees, so be sure what Employees post is appropriate before Employees post it. Employees post might be shared with others and archived even if Employees delete it later. Even if Employees put something in Employees bio about Employees content being just Employees own, that might not stop someone else online from complaining about Employees activity and noting that Employees work for The Town of Seabrook Island.

Personal Vs. Professional Guidelines

Personal Use

All Town of Seabrook Island employees may have personal social media sites. These sites should remain personal in nature and share personal opinions. While the Town of Seabrook Island employees may have a First Amendment right to comment on some of the Town of Seabrook Island issues that are of significant public concern, employees should know that posts about the Town of Seabrook Island issues that are closer to employment complaints or human resources concerns may not be protected. Employees should be mindful of the distinction between sharing personal and The Town of Seabrook Island views. The Town of Seabrook Island employees must never use their professional e-mail account or password in conjunction with a personal social media site. The following guidance is for the Town of Seabrook Island employees who decide to have a personal social media or who decide to comment on posts about official The Town of Seabrook Island business:

- State employees' name and, if relevant, role, when discussing the Town of Seabrook Island business.
- Use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of the Town of Seabrook Island for which I work."

If social media is used for official Seabrook Island business, the entire Town of Seabrook Island site, regardless of any personal views, is subject to best practice guidelines and standards.

Professional Use

All official Town of Seabrook Island-related communication through social media should remain professional in nature and should always be conducted in accordance with The Town of Seabrook Island's communications policy, practices, and expectations. Employees must not use official Town of Seabrook Island social media for political purposes, to conduct private commercial transactions, or to

engage in private business activities. Town of Seabrook Island employees should be mindful that inappropriate use of official Town of Seabrook Island social media can be grounds for disciplinary action. Only individuals authorized by the Town of Seabrook Island may publish content to The Town of Seabrook Island's online platforms.

Do's & Do Not's of posting on social media.

The Town of Seabrook Island's content needs to be clear, precise and follow industry best practices for posting updates. All content posted to The Town of Seabrook Island social media should be:

- Relevant - Information that engages residents and pertains to their daily lives.
- Timely - Pertains to deadlines, upcoming events, or current news.
- Actionable - Prompts residents to act.

Content should **NOT** be:

- Confidential information
- Copyrighted material without permission
- Profane, racist, sexist, threatening or derogatory content or comments.
- Partisan political views
- Commercial endorsements or SPAM

Creating or Closing an account

Social Media Account Ownership

If Employees participate in social media activities as part of Employees job at Seabrook Island on an account created for that purpose, that account is considered The Town of Seabrook Island's property and remains so if Employees leave employment — meaning Employees will not try to change the password or the account name or create a similar sounding account or assert any ownership of the account or the contacts and connections Employees have gained through the account. Any materials created for or posted on the account will remain The Town of Seabrook Island's property. This doesn't apply to personal accounts that Employees may access at work but does apply to all branded accounts.

Registering a New Page

All Seabrook Island social media sites shall be (1) approved by the Mayor or Town Administrator, (2) published using approved social networking platform and tools, and (3) administered by the contact or their designee.

Deregistering a Page

If a social media page is no longer of use, (1) notify the Communications Manager, (2) ensure records have been archived according to The Town of Seabrook Island guidelines, (3) unpublish and delete page.

Moderation of Third-Party Content

The Town of Seabrook Island does not necessarily endorse, support, sanction, encourage, verify, or agree with Third Party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products,

processes or services posted on any Social Media Site. The Town of Seabrook Island social media site serves as a limited public forum and all content published is subject to preservation and disclosure in accordance with South Carolina Public Record Law. User-generated posts may be rejected or removed if the content:

- contains obscenity,
- incites or promotes violence or illegal activities,
- contains spam or links to malware,
- promotes illegal discrimination (e.g., housing discrimination),
- contains actual defamation.
- uses the copyrighted work of another.

We do not allow information intended to compromise the safety or security of the public or public systems. Employees participate at Employees own risk, taking personal responsibility for Employees comments, Employees username and any information provided.

Be Nice, Have Fun and Connect!

Consistent with our Code of Conduct, every employee must be respectful to others when conducting business on behalf of The Town of Seabrook Island or when they identify with or could be identified as an employee. Remember, even when Employees are on a personal account, Employees social media activity could be seen by customers or potential customers, so Employees should treat every interaction on social media as if Employees are dealing with a potential customer. While we value privacy and a diversity of perspectives across our workforce, The Town of Seabrook Island has zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment or physical harm, or hate speech. “Hate speech” includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people based on a protected classification. This can include race, ethnicity, nationality, religion, sexuality, caste, gender, or disability. For example, speech that dehumanizes, ridicules, or condones or promotes violence against a protected class of people is hate speech.

How Employees say something can matter as much as what Employees say. Employees should not bully, harass, or threaten violence against anyone on or outside of social media. If Employees is engaged in a disagreement on social media, use a respectful tone or disengage.

Protecting Information

Employees are prohibited from sharing customer, resident, or employees' personally identifiable information on external social media sites. Every year, it is required to take a course on how to protect customer and employee information. The same standards apply on social media. For example, if employees engage with someone about a complaint or other issue on social media, do not include any identifying information about that person or their business license or rental in posts. As a rule, employees should never post personal information about someone else on social media without their permission. This could cause damage to that person, to an employee's reputation and relationships, and to Seabrook Island, and could even result in lawsuits.

Publishing Requirements

Homepage articles must align with Town of Seabrook Island's themes and values as designated by the council. They must show the town as capable, competent and as a world class partnering community. Articles should be relevant and timely but may also be "evergreen" but should be appealing to a wide audience and contain great images and multimedia content. Articles can be created by any town member and submitted to the town communications manager through the town website for review. Articles will be reviewed based on the current AP Style Guide and posted to the homepage.

The Communications Manager follows a "6 Eye's Rule" where all content must be reviewed by two senior employees and approved by the Town Administrator or the Mayor.

The Communication Manager's job is to showcase the community so SEO/Metadata should be included in all posts or articles. This includes tags, titles, keywords, cross posting, descriptions, and other key items that enhance content reach. Once again, the information should be relevant and timely, using trending hashtags and keyword identifiers.

Feature Photos & Videos

Submit images to the town's website with a caption that covers the 5W's **Who** is in the image or video, **What** is being talked about, **When** it took place or will take place, **Where** it took place, **Why** it is important, and/or submit them for consideration to the Communications Manager. Selected photos will be kept for consideration for the annual "Year in Photos". We like quality over quantity and should showcase volunteers and committees participating in events related to their specific focuses. Does the image tell the committee's story, is it relevant? Is it compelling or emotional? Try to send it in the highest quality version.

Videos can be submitted through a google link of video files to the communications manager or to the town's website for review and publishing. The same rules apply to videos that are used for photos and other images. Files should be sent in mp4 format with a closed captioning file, or a transcript must accompany the video for 508 compliances. The videos selected will be featured on the homepage mosaic. Depending on the topic, the video selected will be published on relatable social media such as the Town of Seabrook Island's YouTube platform. * Pro Tip: Always create video at a minimum of 720p or higher. Doing so will give Employees videos a small HD badge in YouTube search results.

Data storage and management

Retaining information

Although legal responsibility for records created in your office rests primarily with your agency, the Public Records Act permits the South Carolina Department of Archives and History (SCDAH) to assist in the decision-making process and intervene if necessary to prevent unlawful record destruction.

Any communications sent to or received by The Town of Seabrook Island and its employees via social media may be subject to our retention and disclosure requirements.

The Town of Seabrook Island is required to comply with **South Carolina's Public Records Act** to ensure the government is open and that the public has access to public records and information where the Town of Seabrook Island is the custodian. These retention requirements apply regardless of the form of the record (e.g., digital text, photos, audio, and video). To that end, we automatically collect and store all information posted on this The Town of Seabrook Island social media site. All information posted on this site may be subject to public disclosure under the **Public Records Act**, even if it has been deleted. The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule.

Social media sites are subject to the **Public Records Act, Code of Laws of South Carolina 1976, as amended, Sections 30-1-10 through 30-1-170**. Any content produced or maintained on Town of Seabrook Island social media site, including communication posted by the Town of Seabrook Island and communication received from citizens, is a public record. The department maintaining a site shall preserve records pursuant to the relevant records retention schedule in a format that preserves the integrity of the original record and is easily producible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e., ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g., PDF). Each employee who administers one or more social networking sites on behalf of The Town of Seabrook Island has self-service, read-only access to search, and produce.
- relevant social media records to fulfill public information and legal discovery requests as needed.

The Town of Seabrook Island utilizes an Archive method to comply with applicable public records law and fulfill the above record retention requirements. The Town of Seabrook Island digital media archive is available by contacting the Communications Manager.

Seabrook Digital & Social Platforms

www.townofseabrookisland.org

This next section provides information on how to use the various platforms available to employees who have access to create content or use the town's social media platforms. This portion of the policy is divided into each social media platform currently used by Seabrook Island to communicate to its intended audiences. In some cases, there are processes provided for use as content is created and shared.

Facebook

Facebook is the most inclusive platform. Individuals take to Facebook to connect with their friends, family, or shared communities to watch fun or inspiring videos or learn more about their communities. We want to use Facebook as an anchor for our best content.

Video is King, since Facebook is very media heavy, please know images are scheduled through a scheduling platform (i.e., Hootsuite) vs videos scheduled natively through cross posting vs straight shares. An active calendar must be kept avoiding doubling up posts in their respective time slots. Posts topping each other are not professional and show a total lack of coordination and communication, not to mention it decreases the overall reach.

Using 360 video creates a virtual experience that can allow the Facebook user to be immersed in a Town exercise or event. Using GoPro footage gives the user a behind-the-scenes feel, by allowing cameras into small spaces or extreme events. This footage will also be sent to the town to create a larger town video. A raw, unaltered look at the Town as it functions from the ground up.

Research shows that the best times of day to post are from 7am-10am leading into our first peak at noon and 6:00 P.M. to 8:00 P.M leading into our second peak at 9pm. Factoring the time zone changes post times should include: 7:30 A.M, 1:00 P.M., 7:30 P.M.

General Information

While this is an open forum, it's also a family friendly one, so please keep Employees comments and posts clean. Employees participate at Employees own risk, taking personal responsibility for Employees comments, Employees username and any information provided. Comments and posts that violate any of the guidelines listed below may be removed:

- Do not post graphic, obscene, explicit, or racial comments. We also do not allow comments that are abusive, hateful, vindictive, or intended to defame anyone or any organization.
- Do not post any solicitations (i.e., asking users to "like" Employees Facebook page, visit a website, sign a petition, contribute to a fundraiser).
- Do not post advertisements, prize contests or giveaways. This includes promotion or endorsement of any financial, commercial, or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial, or non-governmental agency.
- Do not post details about an ongoing investigation or legal or administrative proceeding that could prejudice the processes or could interfere with an individual's rights will be deleted from this page.
- Do not post copyrighted or trademarked images or graphics. Imagery posted on the Facebook wall should be owned by the user.
- Do not post comments, photos or videos that suggest or encourage illegal activity.
- Do not post political propaganda. Do not post documents of any kind.
- Apparent spamming or trolling will be removed and may cause the author(s) to be blocked from the page without notice.
- All information posted to social media sites will be unclassified. No FOUO (for official use only), classified, pre-decisional, proprietary, or business-sensitive information should ever be posted or discussed on this page. Don't post personnel lists, rosters, organization charts or directories. This is a violation of privacy.

The appearance of external links or the use of third-party applications on this site does not constitute official endorsement on behalf of The Town of Seabrook

Island. Employees are encouraged to quote, republish, or share any content on this site on Employees own blog, website, or other communication/publication. If Employees do so, please credit the individual or Town who authored the content as a courtesy. “eConversations” can regularly spin out of control when the trolls come out to play. To avoid these side-conversations, actively checking engagement is key. If there is an error and it needs to be corrected, please contact the Communications Manager, and review the Editing or Deleting of the post information described below. If not, follow these steps:

- Totally random comment sparking a side conversation - hide the comment. If this person is posting against our general information section, they may be deleted and/or blocked, but approval is needed from leadership.
- Many little comments detracting from main point - Select the top (good) comments from other users and reply. Doing this will force these comments to the top. If the Page comments on its own post, that comment will be number one.

Here is the order of comments on a post:

- Page’s comments, responses, likes/engagement to user’s comments, User comments, and GIFS.
- Pinning - Reserve pinning for a truly remarkable post. These are the posts that deal with the death of a Soldier, the heroic actions of a Soldier or a unique post that is generating a lot of conversation, such as uniform changes. This should be used as a special circumstance only.

There are two methods for sharing:

- Straight share - hit the share button at the bottom of select share now to post immediately or share... to add Employees topline message. Post.
- Scheduled share - Click the (...) at top right of post and select embed. Select Advanced Settings and copy the URL to the post. Open a new post window and paste the URL, which will open the post in the window. Delete the URL and add Employees topline message. Schedule the post.

***Pro tip** - Recycle great (evergreen) content. Facebook tells us that different types of media for each post reach different groups of people. News posts are reached

by users who like to read, video posts are reached by users who watch a lot of videos, etc. Facebook's algorithm is particular to each user, so different posts in different mediums everyday result in many more unique viewers.

Currently Facebook is the biggest platform, which results in our best communications ROI. The Facebook cover image should be updated regularly and is 851 pixels x 315 pixels, less than 100 kb. Profile image will always remain the approved town logo (add official color scheme and description**).

Instagram

Instagram is a photo sharing platform used to showcase the Town's best imagery. Profile image will always remain the approved logo. The users on this platform are relatively employees who provide the crucial benefit of talking to our audiences and potential employees. The town can take full advantage of this platform to tell our own story first by utilizing the Story and Live features to highlight key events and using hashtag groups to enhance this platform's growth.

Posting strategy and frequency- (There are a few circumstances where Employees add a post natively in the app.)

- The majority of Instagram content should be scheduled using the social media planning tool Canva or Hootsuite. It is an in-app experience only. It has very little functionality on desktop, so it should always be pre-scheduled through the scheduling platform.
- There is no scheduling tool within Instagram, so the scheduling platform will send the image to be posted at its designated time.
- Employees will need to sign into the app and physically post the image natively at said time.
- Simply click the (+) button at the bottom of the app to add a photo. This will give Employees three options: Boomerang, Frames and Gallery (described below). Scheduling platforms do not support these features.
- Post twice a day, scheduling them 12 hours apart to allow for likes and comments throughout the day.

- The best times of day are from 7am-9am and 6pm-8pm. Factoring the time zone changes (and our large Town following on the West Coast), this will translate well to both East and West Coast time zones and swell upward to peak user times.
- Engaging is like Twitter on Instagram. Employees will reply to individual users without the broader group seeing the conversation unless they specifically look for it within the post.
- Recycle great photos onto other platforms. Flickr and Instagram should mirror each other with the best of the best Town images.

Instagram Boomerang

- When we have an exciting video clip that shows action, we can create a Boomerang. This will take a few seconds of the clip and play it forward and reverse twice. Imagine an ocean rescue, dolphins strand feeding, or a rescue vehicle blazing toward an emergency.
- Adding a boomerang is easy. Simply click the (+) button at the bottom of the app to add a photo. Click the infinity function and add/edit Employees video.

Instagram Frames/Gallery

- When events or exercises have great photographers on the ground, or the town sends someone to capture a story, we have multiple high-quality images. If we want to share two or three in a single image, we use the Frame tool. It is also best to share them all in a Gallery, which showcases multiple images by swiping through them.
- Adding a frame is easy. Simply click the (+) button at the bottom of the app to add a photo. Click the frame function and add/edit Employees images.
- Adding a gallery is easy. Simply click the (+) button at the bottom of the app to add a photo. Click the layers function and add multiple images.

Instagram Live

- Unlike the other platforms, Instagram Live notifies our users that we are Live, and will top their profile with a red, LIVE icon.
- How to go live on Instagram and save to Story here.

Instagram Story - We use Instagram stories for a few reasons:

- To best tell the Town story through a series of images and video. Each clip is a maximum of 10 seconds and best for exercises or live events.
- Consistently refresh to the top of people's feed. It keeps the Town engaging and relevant.
- This is a great way to maximize microsite promotions.
- Stories do not have the same archiving or analytics functionality as the other platforms.
- Analytics only last 14 days and disappear afterward and there are zero options to archive in app after the 14-day period.
- Create a word document with the key messages, media, and analytics after its 24-hour live period. Employees will have access for 14 days.
- Any content created through Live or natively can be downloaded at time of creation if employees click "save a copy" in the app settings.
- Employees can add a live tag, hashtag, poll, or location to stories. These function as stickers that users can engage with. We use these to increase traffic on tagged accounts or hashtags that promote our current message.

***Pro tip:** Only post 2-3 Story clips at a time, as that will continually keep the Town at the top of our followers' profiles. If employees post too many it will negatively affect the lifespan and click-through rate of the message.

Story Highlights

- Up until recently when a Story expired it was no longer viewable and provided base analytics for a 14-day period. Now we can select our top Stories and save them indefinitely to the top of our profile for people to

view. Employees can only add these before they close out, and once deleted from profile afterward they will disappear forever.

Twitter

Twitter is used primarily to push news across the spectrum. Users take to twitter to get their news, and to join in larger, trending conversations. The town can take full advantage of this platform to tell our own story first, creatively crafting **Moments** to highlight key events and using trending hashtags to join the National conversation.

*The primary thing to remember is social media is fluid, along with the way users interact. Always be creative, always be willing to take a chance and always have two sets of eyes.

Cover images should be updated regularly and is 1500px by 500px. Profile image will always remain the approved Town logo.

Posting strategy and frequency

- Most of the Twitter content should be scheduled using the social media planning tool Hootsuite. Care needs to be taken to ensure there are no scheduling mistakes or conflicts between systems.
- Post up to 5 tweets per day, scheduling them 3 - 4 hours apart to allow for retweeting and sharing throughout the day. In between tweets, retweet other stories from town-related platforms and reputable news agencies dealing directly with town messaging.
- The best times are from 7:00 A.M. - 10:00 A.M. and 6:00 P.M – 8:00 P.M.
- The lead story should be Tweeted at 8:00 P.M. to have maximum reach.
- Take the best performing Tweets throughout the week (M-F) and schedule them throughout the weekend to provide continuous news at **@SeabrookIsInd87**.

- Pinning - Reserve pinning for a truly remarkable Tweet. These are the Tweets that deal with the death of a resident, the heroic actions of a rescuer or something as simple as a Tweet that is generating a lot of conversation. This should be used as a special circumstance only.

Tweeting a local story

The primary focus for Twitter is news. An open-ended source of news daily is the Town's homepage articles. We Tweet these articles regularly to not only increase traffic to our website and its microsites, but to also tell the Town's story through the eyes of "reporters" or residents on the ground and within the outlying area. Read the full news story or article before attempting to use it. Does it meet content sharing guidelines?

- Copy the full link and add it to a link shortener. At the end of the link add "?TOSI" This will allow for analytics to track the story back to the town.
- Copy the link from the link shortener and open it in a new browser window to make sure it works.
- Once confirmed, paste the same link into Hootsuite or natively to create post. This will be the bottom line.
- Decide whether the story has an ideal cover image or manually add a photo or video to the post for maximum engagement. Does the photo speak to the story on its own? Is it well shot and follows the golden rules of photography? Does it emotionally connect?
- If it does not fit the first three categories, then replace the image with an approved image or video.
- Create a Tweet. Begin with an attention grabber. Find a short and concise quote to lead the tweet. Something powerful.
- Next line, the 5Ws. Include photo/story attribution if possible.
- Is the tweet compelling? Does it leave the viewer wanting to click the story, or does it tell the whole story? We don't want to tell the whole story upfront. We want to drive traffic to the town website.
- End the tweet with a call to action and drive traffic to the town website.

Tweeting Commercial Content

While tweeting our own articles is great, tweeting commercial content dealing with Town stories has the added benefit of trend and appeal. Tweeting the articles helps back-up the stories we tell from the town. It adds a layer of support in a fake news environment and helps build trust with our users. This content is usually some of the highest engaged content.

It is crucial to understand the difference between sharing a good Town story and “endorsing” a company or brand Seabrook Island does not endorse.

These stories will likely be tweeted by the originating organization, and we can straight share or add a top-line message to their Tweet.

If we must create the Tweet, we will not be able to use a link shortener. Currently we use Hootsuite’s link shortener, but that will change as the Town embraces new tools and platforms to schedule content.

Twitter Moments

Allows the town to aggregate specific Tweets about an event, exercise, or operation. These are very useful for telling the Town story because it can be constantly edited and evolve with the subject over time.

Head to the Moments tab on the Twitter profile.

To create a Moment, click into the new “Moments” tab on the profile. Click 'Create new Moment' and then add title, description, and cover. Pull in content and publish.

Trending Topic Guidance

Review the trending topics list (set of hashtags) to find messaging opportunities. The Town benefits through this by contributing our story to the local and state trends allowing users who do not follow us to see our messages. The results are increased engagement and followers.

- Do not force the message.
- Does it fit with our communications plan?
- Make sure these Tweets are reviewed by Town leadership.

While it's important to incorporate popular topics into a content strategy, focus on creating content that's relevant to the intended audience and authentic to the Town.

YouTube

YouTube is the leading video-sharing platform in the world. On the channel, official users can share and edit videos and create playlists. Since it was bought over by Google in 2006, YouTube is another platform that the search gives priority to in its search results. When creating videos for YouTube quality matters. Make sure there's a purpose and value to what is uploaded and shared. Also make sure to pay attention to employee production value. Both the video and audio upload should be crisp, clear, and easy to understand.

Publishing and Procedures:

Videos produced by other organizations should upload their final products into Google Drive and share the link with us. After final review the video will be shared appropriately.

Posting strategy and frequency:

Schedule videos to maximize views.

- Mondays to Wednesdays: 1400-1600
- Tuesdays to Fridays: 1200-1500
- Saturdays to Sundays: 0900-1100

Enabling Live Streaming

Start streaming. Once the channel is enabled, there are four options to start live stream:

- Stream now is a quick and easy way to go live. Start sending content and it will automatically start and stop the stream for Employees at the right time.
- Events give users greater control of the live stream. Users can preview before enabling live streaming, there are backup redundancy streams, and users can start and stop the stream when needed.

- Mobile lets users stream from the main YouTube app. After a mobile live stream ends, an archive of the stream is saved to the channel, and there is an option to edit the privacy setting (including setting it to private) or delete the archive.
- A webcam is an easy way to go live without the need for an encoder. Start streaming from a laptop/desktop computer using a webcam. Available on Chrome browsers.
- If users want to embed a live stream video on a site, make sure to have an approved AdSense account linked to a Google account.

Required items for video.

- Title, Description
 - Include the producer. Example, Video by Robin Ochoa
- Incorporate in town microsites. Ex. Learn more at www.townofseabrook.org/announcements.

Tags

Tagging is one of the most important ways to rank a video in YouTube search results: Tags help users find a video when they search the site. There are common keywords to include so that the video is easily identifiable. They are Town and State etc....

Playlist

Add video to playlists created. Users can also add videos from other organizations into existing playlists.

Closed Captioning

- Access "Creator Studio" Click "View All"
- Click "Edit" and choose "Subtitles/cc."
- "Add new Subtitles/cc:
- Click "English"
- Select method to either upload a file (ex. SRT file) or transcribe and auto-sync.

Hashtag Guidance

The town's use of hashtags is very different from the other platforms. Here, it is very acceptable to post 20 hashtags in a row at the bottom of the post (where it is hidden until expanded). Hashtags serve as tools to locate new content, users or now even follow a hashtag for up-to-date posts. Employees are allowed to add up to 30 hashtags to a comment. Anything over will result in the comment disappearing. The Town's use for hashtags is more for joining more local, regional, or state conversations on trending subjects, as well as for locating content for archiving purposes.

ALWAYS VALIDATE A HASHTAG BEFORE USING! Sometimes hashtags can be for two different ideas. Unless it's an overused tag, be cautious. Social Platforms typically filter pornography and will normally remove spam within 24 hours. Sometimes hashtags can contain wildly inappropriate content. ***NOTE:** Twitter doesn't filter out pornography like Instagram does. Check!

- The use of hashtags in Facebook posts is used at a minimum because Facebook has a great in-platform search tool that circumvents the use of hashtags.
- Employees can still use hashtags for national holidays or to join a trending conversation, but it isn't necessary.

***Pro tip:** Use major hashtags to include: #USA, #America, #Beaches, #Islandlife and any others relevant to the location and function of the exercise/event.

***Pro tip:** Avoid the clutter of hashtags altogether for Facebook. Social media specialists have a bad habit of grouping a bunch of hashtags at the end of their Facebook post. It is unsightly and unprofessional.

***Pro tip:** Although it may be tempting to add a lot of hashtags to Employees tweets, we recommend using no more than three. Two may be most suitable.

Editing or deleting Facebook, Instagram, Twitter & YouTube content

Trolls will often pick a post apart. Stay level-headed and only provide responses that will further a conversation. The Town of Seabrook Island does not participate in trolling wars.

1. If Employees need to edit content: ***Note* You cannot edit a Tweet.**

- Town leadership will always make this call if necessary. If this is done without approval It can snowball into a much larger story or a FOIA request nightmare. Leave it alone until directed.
- If approved first fix the error, then respond to commenters that the change has been fixed and thank them for their help.
- Hide the correction-related comments so as not to detract from the Town's message any further.

2. If Employees need to delete content:

- Determine if there is an immediate need to delete?
- The only content that should ever be deleted are extreme errors in judgment (i.e. political or personal content on the wrong account,) an error that is diverting traffic from the town message or insensitive content.
- Deleting a post is done only with guidance from Town leadership.
- Screenshot the post for archiving before deleting. Follow archiving guidelines.
- Be proactive and contact us to determine if content should be deleted, 24-hours a day, 7 days a week. The Town's reputation may rely on it.
- Screenshot the content before deleting it to archive. Include the screenshot and reasoning into the appropriate archive folder.
- Employees cannot delete other users' content. Even if it is wildly inappropriate, it must be reported. Platforms will act on whether it should be deleted or not. Due to this functionality or lack thereof, it is required the platform manager checks user replies and shares throughout the day.

Related Policies and Consequence of Violations

Town of Seabrook Island employees must adhere to this policy on social media, including but not limited to Twitter, LinkedIn, Instagram, Facebook, YouTube, Flickr, blogs, wikis or any other tool or service that facilitates interactions over the internet.

This policy supplements other municipal policies and standards, including the Town of Seabrook Island Code of Conduct and Diversity and Equal Employment Opportunity Policy. If Employees post violates a policy in another forum, it will also violate it on social media. Employees who violate this or other policies may be subject to disciplinary action up to and including termination of employment in accordance with the local law.

Resources:

South Carolina Code of Laws Unannotated. Title 30 – Public Records, Chapter 4, Freedom of Information Act. Section 30-4-10 – 30-4-165 supports government accountability and the rights of citizens to inspect public records.

<https://www.scstatehouse.gov/code/t30c004.php>

South Carolina Department of Archives and History - Section 30-4-20 defines a public record and states, “includes all books, papers, maps, photographs, cards, tapes, recordings, or other documentary materials regardless of physical form or characteristics prepared, owned, used, in the possession of, or retained by a public body” Section 30-4-20(c)

Section 30-1-90 Archives shall assist in creating, filing, and preserving records, inventories, and schedules.

Uniform Electronic Transactions Act - Section 26-6-10 – 26-6-210 elevates electronic records and signatures to the same level as their paper counterparts.