



Social Media Policy and Guidelines

Adopted December 19, 2012

The CBA provides social media communication channels as a benefit to membership. Members are encouraged to interact with the CBA on facebook and LinkedIn. LinkedIn is the primary vehicle for committee communications and is available only to members. While these tools give members the ability to communicate freely, it is important for all of those using the CBA's social media pages to maintain a proper online decorum.

To help foster a positive environment that enables the quick sharing of information, the CBA has developed the following guidelines:

- In instances of user posted content on any social media channel, if the posting is abusive, profane, vulgar, offensive, malicious, fraudulent, misleading, in violation of another law or regulation, infringes on the intellectual property right of another or not pertinent to the CBA or its members, it will be promptly deleted.
- In instances of unfavorable postings on a social media channel, the CBA will publicly respond to the posting with general information and give the user a chance to contact the CBA directly with more information.
- Any posts promoting non-CBA businesses or campaigns will be removed from all social media channels regardless of the poster's membership status.
- Advertisements and job postings from outside companies and organizations will be removed.
- LinkedIn groups are for members only. The CBA will remove members from groups if their membership lapses.

If you have any questions about this policy or the acceptability of any post, please feel free to contact Laura Gaffin, CBA communications director, at imgaffin@cincybar.org or (513) 699-1391.