



Social Media Content Guidelines

Dated: June 19, 2019

Chapter Sponsor Social Media Guidelines:

- Platinum, Gold and Silver sponsors are all followed on Social Media.
- Social media posts by the sponsors may be shared or “retweeted” by APWA-MN if:
 - The post features an interesting idea, great project, or community/chapter involvement.
 - The post does not actively sell a product or service, endorse a specific political affiliation, or announce staff changes/promotions.

Chapter Member - Organization Media Guidelines:

- Any cities, agencies, or chapters associated with APWA may be followed on Social Media.
- Social media posts by these organizations may be shared or “retweeted” by APWA-MN if:
 - The post features an information relevant to Public Works or APWA (MN or National).
 - The post does not actively endorse a specific political affiliation or specific political policy, announce staff changes/promotions, or is not relevant to Public Works (such as events held in Cities like farmer’s markets, Community Days, etc.).

Chapter Member - Individual Media Guidelines:

- APWA-MN will only “follow,” interact with, or repost social media content by National or Minnesota Chapter heads, while serving their term and posting in an official capacity.
- No individual members will be reposted or followed on social media accounts.
- All active members may follow any APWA-MN social media sites.

Created Content Guidelines:

- Social media posts by APWA-MN should promote the Chapter and follow all guidelines set for website content creation.
- All website content should be posted to social media, as appropriate for the format.
- Posts must not endorse a specific sponsor or organization.
- Privacy settings should disable commenting on social media posts in all cases possible.