

## Posting guidelines for DEC Facebook page

The Richmond Department of Emergency Communications now has an official public DEC Facebook page at <https://www.facebook.com/911RVA/>

Please read the new 1-40 Social Media Policy located here: \\dec-file-02\DEC PR\Social Media

We welcome employee input on how to make the best use of this page to meet our goals. We also ask that you keep an eye on the page for anything that violates posting rules from the policy:

Examples of inappropriate content may include, but are not limited to:

- Profane, obscene or pornographic content
- Threats to any person or organization
- Personal attacks
- Solicitation of commerce, including, but not limited to, advertising for a product or business
- Content unrelated to DEC or the Richmond, Virginia, community
- Conduct in violation of any federal, state or local law

Also, please look out for anything that seems out of place or appears that the page may have been hacked. Please notify your supervisor and Karen L. Gill, the marketing and public relations specialist, immediately if you see anything suspicious on the page.

If you are interested in posting on behalf of DEC on our NEW official Facebook page, you will need to do the following:

### **If you are a communications officer supervisor or above:**

1. Set up a professional account separate from your personal account. You do not need to post anything on it if you do not want to. It can be used only for posting on the DEC page. You may use your richmondgov.com email for this purpose.

2. Read and understand the social media policy.

3. Click “like” on the official Facebook page at <https://www.facebook.com/911RVA/>

4. Send an email to Karen L. Gill at [karen.gill@richmondgov.com](mailto:karen.gill@richmondgov.com), letting her know that you would like to be able to post on behalf of the DEC. You may need to answer some questions to ensure that you have read and understand the policy and what you will need to do. In addition, you will receive further instructions on procedures.

5. Once Ok’d, you will be set up as an editor on the page. Please remember to always use your professional account to post and reply to messages and comments.

### **If you are NOT a communications officer supervisor or above:**

1. We welcome your ideas and input. Please send any posts, photos or videos and your ideas to [karen.gill@richmondgov.com](mailto:karen.gill@richmondgov.com) that you would like to be posted. Please make sure that they follow the guidelines from the 1-40 Social Media Policy.

2. Share our DEC page posts to your personal accounts and “like” or follow our DEC page.

3. We welcome comments and posts from the general public, so you can do that from your personal account on our DEC page.