

# Eastern Iowa Light & Power Cooperative

## BOARD POLICY

**SUBJECT:** Social Media and Social Networking Policy

**OBJECTIVE:** To establish guidelines for the use of social media and social media networks *such as Facebook, LinkedIn, and Twitter*, (“social media networks”) by the Board of Directors.

**POLICY:**

The Board of Directors (“Directors”) recognize social media networks as a potential tool for the cooperative to communicate and engage with multiple constituencies including the membership and the general public. The cooperative has created publicly accessible social media networks for the purpose of actively engaging with the membership, posting helpful content [i.e. *outage updates, efficiency tips, rebate offers*] and actively asking for members to share feedback and other content (such as comments about the cooperative).

While the cooperative’s Code of Ethics/Standards of Conduct Policy (“Code”) requires directors to observe high standards of business and personal ethics in the conduct of their roles and responsibilities, the directors shall require the CEO to oversee the use of social media networks with clear guidelines and limitations for employees. The guidelines and limitations for directors are outlined in this policy.

**EXPECTATIONS:**

1. The CEO shall collaborate with directors to establish and agree upon:
  - a. Cooperative’s goals/objectives for use of social media networks.
  - b. Mechanisms to objectively measure the attainment of stated goals and objectives.
  - c. Form and content of regular reports from the CEO or other designated staff to directors on the use of social media and progress in achieving the established goals.
2. The CEO shall, with consultation, develop an employee policy on social media and social networking, which shall include:
  - a. Safeguards to ensure confidential or proprietary cooperative or member information is not inadvertently disclosed on social media networks.
  - b. Mechanisms to monitor, and if appropriate respond to, commentary being posted by other users of social media networks.
  - c. Use or non-use of social media networks as related to employment matters.
  - d. Appropriate employee guidelines for social media use and training as needed.
3. Only the CEO as the designated spokesperson for the cooperative, and other employees specifically authorized by the CEO, may post information to approved social media networks relevant to the cooperative, subject to the provisions of this policy, and other applicable policies.
4. Directors will follow these guidelines and other applicable policies in their social media site or website

activity:

- a. Directors should always use care when posting information, recognizing employees, members or the public may perceive directors as speaking on behalf of the cooperative even when that is not their intention.
- b. Directors may not make posts that reveal confidential board discussions or proprietary cooperative information.
- c. Directors running for re-election may use social media to campaign for re-election (e.g., create a “Re-elect Director Bob” Facebook page).
- d. Directors may not initiate a connection with a cooperative employee through a social media site (e.g., “friend” an employee on Facebook, follow an employee on their personal Twitter account).
- e. Any reference to EILP on a personal social media networking or website account should be limited to position, title, location, or years of service. Shall not use EILP contact information on personal accounts including company email. The use of logos and trademarked information may be used only with prior consent.

#### LIMITATIONS:

Directors and the CEO are responsible for compliance with this policy. Directors must balance its overall responsibility for compliance with the CEO’s responsibility to communicate, implement and enforce the policy.

#### RESPONSIBILITY

The Board President shall ensure compliance with this policy.

ADOPTED BY THE BOARD OF DIRECTORS ON APRIL 28, 2022.

REVIEWED BY THE BOARD OF DIRECTORS ON JULY 1, 2022.