

Mary E. Sullivan
President

Ron Briggs
Executive Vice President



Richard Bebo
Secretary

Nicole Meeks
Treasurer



To: Local and Unit Presidents

From: Mary E. Sullivan, President

Date: May 2024

Re: *Local/Unit Websites and Social Media Accounts*

Many locals and units have an interest in maintaining websites and/or social media accounts to communicate news, activities, and union information. Maintaining a website and/or social media is a challenging, often time-consuming endeavor that should not be entered into lightly.

It is appropriate to establish and maintain a local or unit website and/or accounts on social media platforms such as Facebook. When doing so, it is important to consider the potential dangers that can arise in the digital world.

Websites and/or social media platforms that allow comments can be a breeding ground for inaccurate information, harassment, cyberbullying, or otherwise hateful and hurtful comments that users often feel empowered to leave because they believe they are anonymous. Every effort must be made to monitor and moderate comments if they are allowed on the digital platform. An option is to restrict or disable comments entirely, depending on the platform.

On platforms on which disabling comments is not allowed, it is advisable to have a statement that outlines expectations for commenters. A sample of this would be as follows: "CSEA encourages robust debate and welcomes all points of view. However, we reserve the right to hide or delete comments that contain foul or offensive language, personal attacks, threats, spam, off-topic posting and misinformation. Comments should be relevant to the post and cannot violate any trademark or copyright laws. Repeated failure to follow these guidelines will result in being banned from posting on CSEA (social media) pages."

It is also important to plan for succession. All websites or social media accounts should have multiple administrators from within the local or unit who will have access when leadership transitions.

When creating and maintaining websites and social media accounts, it is permissible to use material and/or images from CSEA's websites or social media accounts if they are not pulled from "behind" the member login area. Where possible, you should credit the author or photographer of the original work.

Further, you should not put any member data on any website. If you do so, you will need to follow PII (Personal Identifiable Information) Security standards.

You should also have an Email address established and ensure it is updated on your profile with CSEA so that CSEA may send important communications to you.

It is also important to consider that CSEA does not have the resources to provide technical or administrative support for the creation and maintenance of websites and/or social media accounts.

If your local or unit establishes and maintains a website and/or social media accounts, please contact Mat Cantore in the CSEA Communications Department at (518) 257-1270 so we can include your website or social media in any resources that may reference them, including our own CSEA website and social media accounts. He can also provide additional information as you undertake this project.