Social Media - Policies, Guidelines, and a Practical Application

Andy Bray
Project Manager
Northeast Waste Management Officials’ Association
Social Media Acceptable Use Policies - Considerations

- Why do you need a policy? Or, DO you need a policy?

- What “channels” will it cover?

- A plan - management and implementation
  - How will the policy be executed?
Example: Common Sense Guidance

Should I Respond Online On EPA’s Behalf?
Questions to guide my decision – Use with “Representing EPA Online Using Social Media” Procedure

Response Considerations

Be Transparent – Disclose your affiliation (EPA or contractor).
Cite Your Sources – Stick to facts and cite your sources by including hyperlinks, video, images, etc.
Respect Your Time – Do not spend more time than the response is worth.
Use a Professional Tone – Respond in a tone that reflects positively on EPA.

Adapted from the Air Force Web Posting Response Assessment, Air Force Public Affairs Agency - Emerging Technology Division
The National Sustainable Lodging Network is an online community of sustainable hospitality practitioners and a clearinghouse to support the work of this community.

www.SustainableLodging.org
SustainableLodging.org - Mission & Goals

- Provide forums for sustainable hospitality practitioners and lodging facilities to share information on practices and challenges
- Elevate sustainable hospitality programs and the facilities that participate in them
- Increase the adoption of sustainable practices in the sector
- Foster innovation in sustainable lodging through the exchange of ideas
Metrics metrics and more metrics

Hi All,

In a discussion group (for program managers) I posted some excel files of metrics databases. A lot of you know that for a few years I have been experimenting with ways to capture what lodging businesses are doing and what the reduction of impact and cost savings are. I have posted them to the discussion group so other program managers can hopefully (!) play around with them. I had some great help with some interns and with partnering up with Rhode Island P2...

Sustainable Food Service resources

A great place to get information on sustainable food service is the Food Service Technology Center

from their website: The FSTC is the industry leader in commercial kitchen energy efficiency and appliance performance testing. Operated by Fisher-Nickel, Inc., the FSTC has developed over 35 Standard Test Methods for evaluating commercial kitchen appliance and system performance.

...
Questions & Discussion

Andy Bray
(617) 367-8558 x306
abray@newmoa.org

www.SustainableLodging.org