

# Social Media - Policies, Guidelines, and a Practical Application

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N E W M O A



# 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

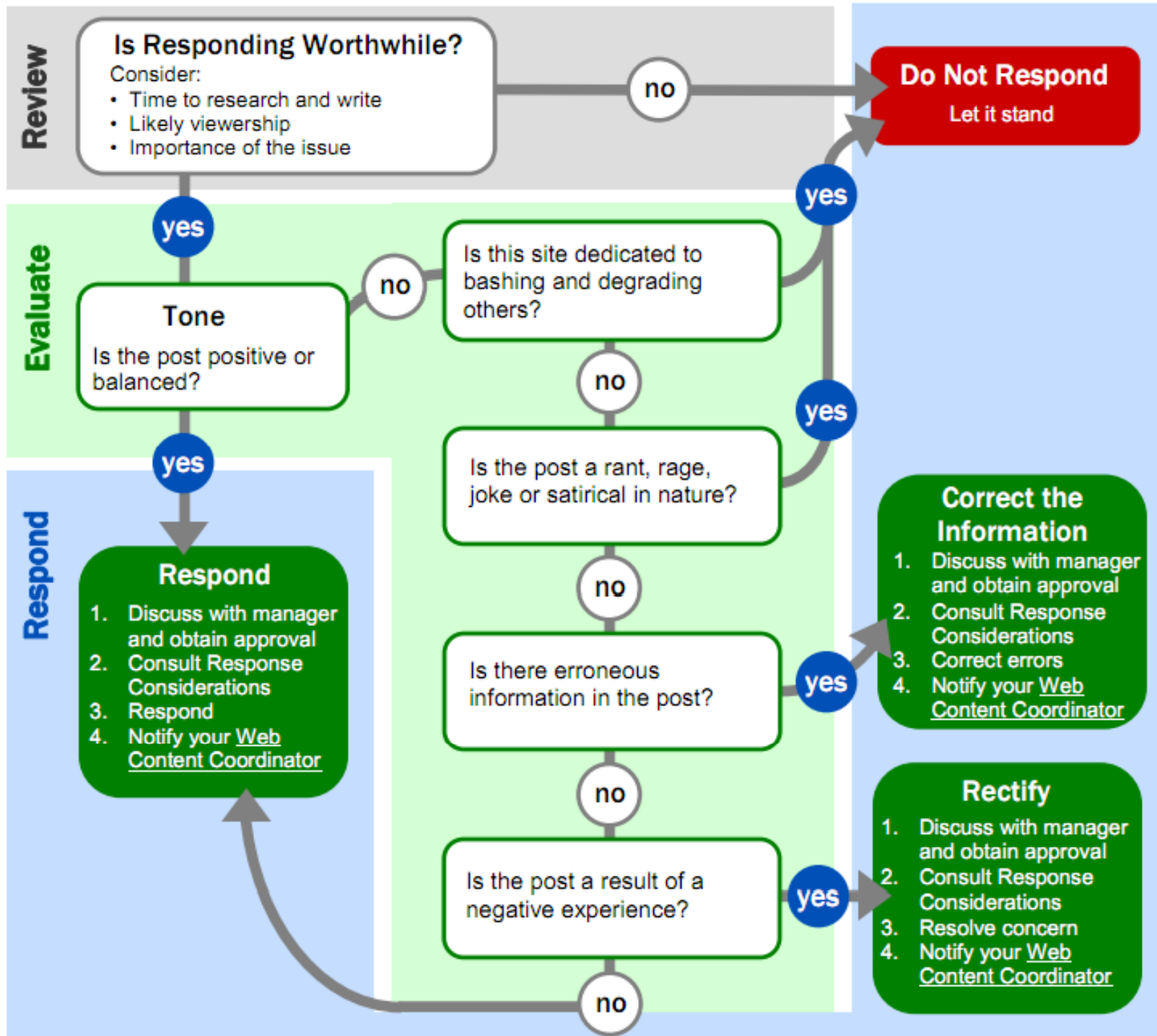
### Response Considerations

**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.



# Example - Social Network

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](http://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

# National Sustainable Lodging Network

Quality Information and Connections in the Field of Sustainable Lodging

- [Main Page](#)
- [About Us](#)
- [Groups](#)
- [Sustainable Practices](#)
- [Training Materials](#)
- [Calendar & Events](#)
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Brought to you by the Pollution Prevention Resource Exchange (P2Rx).

## Groups



### Hospitality Program Mana...

39 members



### NC GreenTravel Initiative

3 members

+ Add a Group

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## Members



+ Invite More

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## Blog Posts



### 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...**

[Continue](#)

Posted by [Peter Cooke](#) on September 14, 2011 at 8:00pm



### 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.

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Posted by [Wendi Shafir](#) on August 30, 2011 at 1:13pm — 1 Comment



### Cornell Study Proposes Uniform Sustainability Reporting Framework for The Hospitality Industry

Below is an article that someone had forwarded to me in an email, so I don't have the source.

Travelers and other consumers increasingly want to know about the carbon footprint and other sustainability information connected with their hotel stay.

## Andy Bray

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## New Invites

1 Group Invite

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### Metrics metrics and m m m metrics

Blog post by [Peter Cooke](#)  
17 hours ago

0



### NC GreenTravel Initiative





# Questions & Discussion

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