



AT&T Pioneers Website and Social Media Policy For Chapters/Units

I. Introduction

- a. This policy is intended to provide guidance to Pioneers Strategic Partners, Groups, Chapters and Units in connection with the development, operation and maintenance of their respective websites and social media outlets.
- b. This policy applies to internet, intranet and other web management activities, as well as the use of any social media outlets (Facebook, Twitter, blogging, etc.).

II. Website Development and Management

- a. Each Chapter/Unit shall assign two (2) individuals (the "Website Managers") who will be the point people for the creation and publication of any website or other social media page, as well as the persons who will be responsible for content revisions thereto.
- b. Prior to the initial publication of any website or social media page, the content thereof shall be approved by the Board representative of the respective Chapter/Unit and then submitted to the AT&T Pioneers Board of Directors (or its delegate) for review and approval of the domain name (as applicable) and content.
- c. Each Chapter/Unit shall, through its Website Managers, develop content review requirements such that any published content is confirmed to be in compliance with this policy and not in violation of any laws, rules or regulations.
- d. The Website Managers will ensure that: (i) all domain names are registered in the name of AT&T Pioneers, a Colorado nonprofit corporation, and contain the Greenwood Village, Colorado, address for AT&T Pioneers, the registration information and administrative access information for such website domains and/or social media pages will be provided to the AT&T Pioneers Board of Directors (or its delegate) to be included in a master list of all website domain and/or social media pages developed and published under AT&T Pioneers.
- e. Each Chapter/Unit shall be responsible for the cost related to the development, operation and maintenance of its respective website and/or social media outlets (including domain registration fees).

- f. Any agreement or other contractual arrangement for the development and/or maintenance of a website or social media page shall be subject to the review and approval of the Board of Directors of AT&T Pioneers. Note: The contracting party to any such contract/agreement must be "AT&T Pioneers, a Colorado nonprofit corporation." Signatory authority must be issued by the Board of Directors of AT&T Pioneers.
- g. The Website Managers shall be the only two parties at the Chapter/Unit level that are authorized to publish content to the website and/or social media page.

III. Website Content

a. Content parameters

- i. Prior to any photos/videos being published to the site, the Website Managers **MUST** obtain the written authority to do so (including authorization from the owner of any copyrighted work and the authorization of any individuals appearing in the photo/video).
- ii. Disclosure of sensitive/proprietary information.
 - 1. Do not disclose sensitive and proprietary information;
 - 2. Respect financial disclosure laws.
 - 3. Do not post sensitive personal information.
- iii. Information quality.
 - 1. Use good taste, proper grammar and check your spelling (obscene language/content, racial, gender, religious and other slurs, knowingly or recklessly false statements, personal insults are not tolerated.)
 - 2. Be honest, accurate, and acknowledge/correct errors.
 - 3. Don't share or provide legal opinions.
 - 4. Don't post political information or opinions.
 - 5. Ensure that there is written authorization for any links published on the site.
- iv. Only official AT&T Pioneers related information should appear on the website and/or social media page; a Chapter/Unit will not host web pages for private organizations.
- v. Information about and links to websites of affinity partners should not be published on Chapter/Unit websites, but shall be published only on the main website for AT&T Pioneers.
- vi. Use of logo/trademark (See Permissions/Copyright/Trademark below).

b. Compliance with laws, regulations and policies

i. Permissions/Copyright/Trademark

- 1. Quotes of individuals must be approved and documented.

2. All photos must have a signed release of everyone in the photo. If there is a child in the photo you must have a signed photo release from his/her parent/guardian.
 3. Permission to use an individual's name and personal information (i.e. phone number, email address) requires express approval of individual.
 4. Print proper attribution wherever the copyrighted/trademarked data is displayed (e.g. "(c) 2018 AT&T Intellectual Property. All rights reserved. AT&T, AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.").
 5. Allow owner of copyrighted/trademarked data to review the manner and condition in which the copyrighted/trademarked data will be used, mentioned or displayed and obtain the written authorization/permission from the owner.
- ii. Children's Online Privacy Protection Act – if a website is designed for children or for a general audience but collects information from an individual under the age of 13, the website may be subject to the requirements of COPPA.

DISCLAIMER: Each individual is responsible for complying with all applicable laws and regulations in connection with such individual's personal websites. Pioneers is not responsible for any content or other information posted or used on an individual's personal website. Pioneers encourages individuals to keep the forgoing policies in mind when developing and adding content to personal websites.