



Social Media Policy

Social media is defined as forms of electronic communication such as web sites for social networking, content sharing, and microblogging through which users create online communities to share information, ideas, personal messages, and other content such as videos, infographics, audio files, etc. Social media can include, but is not limited to blogs, instant messaging tools, social networking sites, career networking sites, content sharing sites, forums, and wikis. Many social media sites allow users of those sites to become a *friend, fan, follower, member*, or otherwise associate their own *profiles, pages, blog spaces*, or any other virtual presence with the Johnson City Power Board's profile on these sites. Examples (in 2014) of such sites are Facebook, Twitter, YouTube, Pinterest, LinkedIn, Wikipedia, and various blogging sites like Blogger, Tumblr, and WordPress.

The Johnson City Power Board (JCPB) does not collect, maintain or otherwise use the personal information stored on any third party social media site in any way other than to communicate with users on that site, unless granted permission by users for JCPB contact outside the site. The purpose for contact outside the site may include program promotion, issue resolution, education, or other similar activities. Users may remove themselves at any time from JCPB's *friend, fan, or follower* lists. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Comments, posts, and messages are welcome on Johnson City Power Board's social media sites. While JCPB recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy. All postings which contain any of the following will be removed, and the poster will be banned from posting any subsequent messages to JCPB social media sites:

- **Obscene or racist content**
- **Personal attacks, insults, or threatening language**
- **Any individual naming of JCPB employees**
- **Potentially libelous statements**
- **Plagiarized or copy-written material**
- **Private, personal information published without consent**
- **Comments totally unrelated to the content of the forum**
- **Hyperlinks to material that is not directly related to the discussion**
- **Commercial promotions or spam**
- **Organized political or religious activity or proselytizing**
- **Photos or other images that fall in any of the above categories**

Responses to questions received through JCPB social media sites will be handled in accordance with the following:

- JCPB staff will monitor and respond to questions and comments via social media sites during JCPB call center's normal hours of operation: 8:00 AM-5:00 PM Monday-Friday.
- JCPB staff will increase its frequency of posting and responding on Twitter and Facebook during outage events as time and resources are available.

****Power outages should always be reported via phone at (423) 952-JCPB (5272) or reported via SmartHub****

In addition, JCPB reserves the right to edit or modify any postings or comments for space or content while retaining the intent of the original post. JCPB reserves the right to reproduce comments, posts, and messages in other public venues. For example, JCPB may reproduce a response to a YouTube video review in a newspaper article or on the company website (JCPB.com). Identifying information, other than first name, will be removed unless prior approval is granted by the user.

JCPB assumes no liability regarding any event or interaction that takes place by any participant in any JCPB-sponsored social media service. JCPB does not endorse or review content outside any social media site created by the JCPB Marketing & Energy Services staff. Participation in JCPB social media services implies agreement with all JCPB policies, including its *Social Media Policy*. If a user does not agree to the terms of the JCPBs' policies, they are not to interact on JCPB-sponsored social media services.

The role and utility of social media sites will be evaluated periodically by the JCPB Marketing & Energy Services staff, and may be terminated at any time without notice to subscribers.