

## **Charles Town Utility Board Social Media (Facebook) Policy**

The following policy shall guide all Charles Town Utility Board social media activities. CTUB will launch a Facebook account beginning June 1, 2025. No new social media channels will be opened without the express consent of the Board.

### **Content Guidelines:**

CTUB's social media posts will focus exclusively on content that is relevant to the utility and its functions. This includes, but is not limited to, frequently asked questions, events such as upcoming board meetings and community events, educational content related to water and sewer utilities, urgent alerts such as service disruption and boil water advisories, and notification of maintenance activities and upcoming projects, etc.

All social media content will be approved in advance by the CTUB Utility Manager or her designee.

### **Official Use:**

Only designated Charles Town Utility Board (CTUB) staff and other personnel authorized by the Utility Manager are permitted to post on the official CTUB Facebook page.

Board members and staff are encouraged to share and repost official CTUB Facebook posts to help disseminate accurate and timely information to the public and increase understanding of CTUB operations.

### **Commenting and Engagement Standards:**

The official CTUB Facebook page will not comment on or engage with other pages.

The official CTUB Facebook account will respond to comments or concerns shared on the CTUB Facebook page with information about contacting the utility directly via phone or email. It will not engage in debate on the CTUB Facebook page.

Board members and staff should refrain from commenting or responding to any comments posted on CTUB's official Facebook page. This helps maintain a consistent and professional tone across all communications.

### **Crisis Communication:**

In the event of a service disruption, public health/ boil water advisory, or other emergencies, only authorized CTUB staff may post updates on the official CTUB Facebook page.

During a rapid response situation, all posts must be approved by the Utility Manager prior to posting. This ensures clarity, accuracy, and timeliness of critical information.

### **Standard Responses to Public Comments:**

Public questions or concerns should be acknowledged within 24 business hours. A standard

response will direct citizens to the customer service phone number or an email to address concerns.

*Standard response to Public Comments:*

**Thank you for contacting CTUB. Please contact us directly at (304) 725-2316 or [info@ctubwv.com](mailto:info@ctubwv.com) so we can follow up on your concern.**

CTUB staff will provide the same standard response outlined above to all comments, regardless of tone. CTUB's Facebook page will not respond to additional comments or negativity after the initial response is posted.

**Addressing Abusive Comments:**

CTUB enforces a zero-tolerance policy regarding abusive language or threats on its official social media pages. Comments that use abusive language will be promptly removed from the Facebook page.

The zero-tolerance policy will be posted on the CTUB Facebook page's About Us section.

