



GRAND RAPIDS PUBLIC UTILITIES COMMISSION AGENDA ITEM

AGENDA DATE: September 25, 2024

AGENDA ITEM: Consider a motion to approve the GRPUC Social Media Policy.

PREPARED BY: Julie Kennedy, General Manager

BACKGROUND:

As we continue to enhance our engagement with customers through digital platforms, it's essential to establish guidelines that uphold the integrity of our communication. The attached policy will serve to ensure that all posts, comments, and interactions on our social media channels are respectful, professional, and align with our mission to provide high-quality essential utility services. By setting clear boundaries, we aim to promote a positive online environment that encourages constructive feedback and dialogue while respecting First Amendment rights. This policy will provide clarity on the nature of acceptable content, safeguarding against potential legal issues and misunderstandings, and enhancing our ability to serve the public effectively.

This basis and model terms and conditions for this policy were developed for use by government agencies by Communications Counsel, a national communications consulting firm. Mark Weaver, founder of Communications Counsel and author of *A Wordsmith's Work*, presented at this year's MMUA conference on crisis communications and legal issues in social media communications.

RECOMMENDATION:

Consider a motion to approve the GRPUC Social Media Policy.