

FACEBOOK POLICY CEWG

Facebook offers many advantages, but difficulties can also occur. Unlike an owned website, Facebook is a social networking site, in which members of the public can freely post comments, photos, and links. Because they are designed for rapid dissemination of information, social networking sites must be used carefully. Facebook does provide ways of controlling the page, including various privacy settings and the ability to hide or delete unwanted posts.

Some Advantages of Facebook

- It provides the opportunity for new and potentially valuable forms of dialogue.
- It is a way of spreading the word about the CEWG to many segments of the population that rely on Facebook as their primary channel of information.
- It provides a form of legitimacy in an environment in which most serious businesses and organizations are expected to appear. Indeed, Intel itself has a Facebook page.

Some Disadvantages of Facebook

- People could post comments on the CEWG “wall” that are disrespectful to others, factually incorrect, or irrelevant to the mission of the CEWG.
- Such comments could be “liked” by others, which means that these comments can spread to others’ pages. It is possible for something to “go viral” on Facebook.

Proposed Policy

The CEWG will implement a Facebook page on a trial basis. It can always be closed if it does not work out. The CEWG facilitator will be the page manager and will be responsible for the following:

1. Keep the organizational information up to date. This would include special events and announcements, including meeting announcements.
2. Monitor the page daily to see what activity is going on there.
3. Identify and hide comments that may violate our rules (see below).
4. Send potentially inappropriate posts to the CEWG to determine whether they should be “unhidden” or deleted altogether.

Proposed Statement to Be Posted on the Page

Welcome to the CEWG Facebook page. This page is designed to provide information relevant to our mission, make announcements, and provide an opportunity for public dialogue.

All comments must be relevant to our mission, which is to achieve continuous environmental improvements at Intel and promote constructive public dialogue.

We encourage respectful disagreement, but we will not permit personal attacks or the use of unsubstantiated or speculative information. Ideas for continuous environmental improvement are especially encouraged.

Our website policy, which you can find at www.cewg.org, applies to this Facebook page.

Any post that is potentially inappropriate for these reasons will be hidden for 48 hours pending review by the CEWG. If no member of the CEWG expresses an objection to deleting the item within 48 hours, it will remain deleted. If a CEWG member wants to reconsider the item, it will remain hidden until the entire group has an opportunity to consider and reach consensus on allowing it to stay on the wall.