

# **APPENDIX H**

## **SOCIAL MEDIA PLAN**

The Saint Cloud Area Planning Organization (APO) is a comprehensive, intergovernmental transportation planning agency for the Saint Cloud metropolitan area. The organization is committed to coordinating long-range planning, in a fair and mutually beneficial manner, on selected issues transcending inter-jurisdictional boundaries for the betterment of the entire Saint Cloud area. The APO provides technical assistance to members and facilitates problem solving through constant, cooperative, intergovernmental communication.

In accordance with 23 CFR 450.316, as part of the APO's public outreach efforts to solicit comments and discussion on pertinent transportation issues, information must be available in electronically accessible formats. Through the use of social media, the APO is further able to comply with these federally mandated regulations.

It is the intent the APO will utilize social media to interact with residents and gain insight into the important issues facing the Saint Cloud metropolitan area. This effort is in addition to the comments and interaction that currently occurs through the [organization's website](http://www.stcloudapo.org) (www.stcloudapo.org).

The views expressed by public users in comments are their own and do not necessarily reflect the opinions, policies, or priorities of the APO.

Communications with the APO, whether through social media, email, or traditional mail are subject to Minn. Stat. Chapter 13, the Minnesota Government Data Practices Act. The APO takes public comments seriously and will consider all comments received. Removal of data from a social media post does not mean that the comments were not given appropriate consideration.

The Saint Cloud APO has an official [Facebook page](https://www.facebook.com/stcloudapo) (www.facebook.com/stcloudapo). By liking and/or following this page, participants can expect regular updates covering the following topics:

- News releases on the organization.
- Information about public meetings and public participation outreach events.
- News (including photos and videos) of regional interest.
- Polls and other survey techniques used to provide feedback on APO plans.
- Shared content from other Facebook users or websites APO staff members believe would be of interest to followers and that support the goals and mission of the APO.

The number of daily posts to the Saint Cloud APO social media page(s) will vary. Responses to comments will occur 8 a.m. to 4:30 p.m. CST/CDT Monday through Friday with the exception of holidays.

Public comments on posts made by the APO are highly encouraged. Individual users are fully responsible for anything they post in comments including links, videos/photos and other material.

The APO uses social media platforms to inform residents and stakeholders about important relevant issues and to solicit public input on draft plans, policies, and other products of the APO. The APO Executive Director reserves the right to remove comments and/or block users if users engage in the following behaviors:

- Threats of violence or other potentially criminal behavior.
- Hate speech.
- Profanity, obscenity, or vulgarity.
- Nudity in pictures or videos.
- Defamation to a person or people.
- Name calling and/or personal attacks.

- Comments that are promotional in nature.
- Comments that infringe on copyright.
- Spam comments.
- Other comments the APO Executive Director deems inappropriate.