

SOCIAL MEDIA POLICY

PURPOSE

CAS believes that Social Media, including websites, Facebook, and Twitter, are a valuable resource in promoting CAS, communicating information to members and non-members, and encouraging social interaction and participation in various activities. This policy encourages the use of social media but requires CAS members to protect sensitive site information.

SCOPE

This policy applies to all CAS chapters and members and to all CAS activities (state and chapter), including but not limited to public education activities, field trips, site stewardship, excavations, surveys and posting/transmittal of site location.

This policy describes CAS's policies and guidelines regarding the use of social media.

POLICY

CAS fosters responsible public archaeology by educating the public on our rich cultural heritage and the importance of preserving and protecting its fragile cultural resources. The internet is a convenient and powerful venue for doing this. It informs our membership and the broader public of our activities and the culturally important sites we study and enjoy. Unfortunately, the same public access that supports our mission can, if misused, also hinder it. Of particular concern is the intentional or inadvertent sharing of specific site location information on our Facebook pages, Twitter posts, websites, and other social media. Regrettably this information could be used by some to plunder or destroy the very sites we seek to protect. Consequently, as responsible stewards of Colorado's cultural resources, CAS members must not post to CAS and other social media information that reveals the specific location of sensitive archaeological sites without the written permission of the site owner or land manager. For the purposes of this policy, sensitive archaeological sites are those whose locations are not placed in the public record through official Government sources including documents, websites, or USGS maps. Site owners and land managers are those Government or Tribal agencies or private entities that own or legally control the land on which the site is located. Location information includes location-revealing photos and videos, coordinates, maps, and links to pages that display this information. Position-revealing photos and videos are those that include landmarks that can be used to determine specific site location. Coordinates include those contained in the exchangeable image format (EXIF) metadata embedded in digital photos taken with GPS-enabled cameras and smart phones. To comply with this policy, all GPS location information, if present, must be removed from photos prior to posting.

Websites must be free of control by a third party. Every CAS and CAS Chapter Facebook page and website must have a minimum of two administrators/managers with equal access to the page or site.

RESPONSIBILITIES

It is the Chapter Field Trip Coordinator's responsibility to make sure each member participating in any field trip reads and signs a roster or other document that includes a site location confidentiality statement.

Approved 4/29/2017

It is each member's responsibility to comply with the field trip confidentiality statement, CAS Bylaws, and this policy when posting information to any Facebook page or website.

It is the CAS or Chapter Facebook and website administrators' responsibility to remove non-compliant content posted to their respective Facebook pages and websites, and to advise offending members of the reason for doing so.

It is each Chapter board's responsibility to determine appropriate corrective action to be taken regarding members who post noncompliant content to the Chapter or other Facebook page or website.

It is the Communications, Information and Technology Committee's responsibility to monitor Chapter compliance with this policy, advise non-compliant Chapters of issues, and recommend corrective action, if necessary, to the CAS Board of Directors.

It is the CAS Board of Directors' responsibility to determine appropriate corrective action to remedy any noncompliance with this policy not satisfactorily addressed by the responsible Chapter.