

Policy Number 21-01 (PN 21-01)

COMMUNICATIONS AND SOCIAL MEDIA POLICY

Division: Board of Election Commissioners
Location: Pulaski County, Arkansas

Policy Type: Communications
Effective Date: August 25, 2021

I. DEFINITIONS

For the purpose of this policy, the Pulaski County Board of Election Commissioners will be referred to as the Board. The director of elections will be referred to as the county election coordinator.

II. EMAIL

All electronic communications regarding elections, related duties, early voting, election officials, voting machines, Freedom of Information requests, or any other election related activities shall be copied and forwarded to the Board by the county election coordinator or board designee.

III. INTERVIEWS

The county election coordinator or Board's designee shall inform the Board regarding requests for interviews or statements to the media. The county election coordinator or county election staff shall not speak on behalf of the Board unless designated by the Board or the Board's designee.

IV. MEETINGS

The county election coordinator and county election staff shall maintain professional decorum in all proceedings and interactions with the Public and other designated election officials. All public meetings will follow the informal Robert's Rules of Order for Small Boards and Commissions. All public comment will occur in accordance with the meeting agenda unless an exception is provided by the Board.

All public meetings shall be recorded as required by law, and recordings shall be made available on the Board's website. If available, all public meetings shall be livestreamed with a link printed on the meeting agenda. The meeting agenda, minutes, recording, memos, link(s) to livestream, and relevant meeting documents designated by the Board or the Board's designee shall be made available on the Board's website in a timely manner and in accordance with state law.

A member of the Pulaski County Board of Election Commissioners (PCBEC) who may be unable to attend an in-person meeting may vote via video-conferencing with approval of the Board and so long as notice has been provided.

V. ELECTIONS

All mandatory notices will be published in a countywide newspaper as specified by law. All mandatory notices will be disseminated via the election mailing list. All mandatory notices will be posted to Twitter

and Facebook in a readable format. All mandatory notices will be attached to the meetings and placed on the website following approval for publication.

VI. SOCIAL MEDIA

Social media, Twitter, and Facebook shall be utilized in addition to publishing requirements detailed in state law to ensure the Public is informed. Approved meeting agendas, notices of election, early voting information, election deadlines, and election results (including amended) shall be posted on the Board's social media accounts if available.

The Board or their designee may require additional information to be posted or shared on the Board's social media accounts. YouTube links to the Board's livestream shall be posted in the text of all social media platforms to allow for ease of access by the Public.

The Board's social media page or handle shall not like or follow candidate pages, campaigns, or groups with issues on the Pulaski County ballot. Sharing obscene posts or tweets is prohibited. All social media activity shall be conducted in accordance with the Board's direction or the Board's designee. This policy does not prohibit a designated election official from answering questions presented by a member of the public so long as state and federal laws regarding partisan activity or campaigning with regard to ballot issues are observed.

VII. OFFICIAL DOCUMENTS

All templates, agendas, memos, letterheads, and the like shall reflect the correct name of the Pulaski County Board of Election Commissioners (PCBEC). The Board or their designee may review and update any document bearing the Board's name or any document under their supervision unless otherwise prohibited by law.

V1. PASSWORDS

A Board member designated by the Board shall be provided log-in information and access to all Board accounts, including but not limited to, social media platforms, live streaming services, election night reporting (ENR), and others not named here and determined on an "as needed" basis by the Board.