



Government Social Media Organization (GSMO)

Operations Plan | 10.02.18

<http://GSMO.org>

Name

Government Social Media Organization, abbreviated GSMO

Entity

Government Social Media LLC (GSM) launched GSMO in late 2015 to serve as a national member network of government social media coordinators. GSMO's core focus is on social media in local, regional and state government in the U.S., and has a secondary focus on social media in federal, military and education.

Purpose

The purpose of GSMO is to:

1. Promote the use of social media in government in the United States.
2. Support the professionalism, integrity and credibility of this new field.
3. Provide a professional network for government social media practitioners to collaborate and engage with one another.
4. Establish and promote best practice standards for social media use in government.
5. Facilitate communication of issues and opportunities between member agencies and major social platforms.

Structure

Executive Director

The Executive Director is appointed by Government Social Media LLC leadership and oversees all functions, operations and meetings of GSMO. This position serves as the official spokesperson and is responsible for implementing all programs and policies and holds the decision-making authority of GSMO.

Administrative Support

Government Social Media LLC may assign company staff to serve roles such as community management, office support, design and marketing, etc. These positions help support the purpose of GSMO, encompassing everything from engaging members to facilitating back-end office functions.

Leadership Council

Six GSMO members will make up the Leadership Council - each representing one of six geographic regions of the United States. GSMO members within each region elect a Leadership Council representative to serve their region for a term of two years. The six regions may be updated or revised if necessary by GSM.



Leadership Council Responsibilities

- Support the strategic direction of GSMO by serving as a resource for members for information and networking.
- Commit to working with and establishing a rapport with major social media platforms.
- Collaborate with the Executive Director to promote diversity and an inclusive environment within the organization.
- Communicate with their respective regional members and assist in organizing regional meetups and activities.
- Serve on various committees.
- Participate in Leadership Council meetings.
- Support GSMO recruitment efforts and professional development opportunities in their region.

Elections

Term. The regular term of the Leadership Council is two (2) years, from November of even years through the end of the second October.

Positions. Each of six (6) membership regions will be represented by one member elected to serve on the Leadership Council.

Eligibility. Nominees must be GSMO members in good standing for at least one year prior to the election and must work within the boundaries of the region they are running to represent. Immediate past GSMO Council members are ineligible to run in the election cycle immediately following their term.

Nominations. Any member meeting the eligibility qualifications may nominate himself or herself during the nomination period (in October of every even year) using the process defined in communications to members.

Voting. Voting will be held in October of every even year. All active GSMO members get one (1) vote in the election and may only vote for a representative of his or her own membership region. Nominations will conclude before the balloting period begins and voting will take place via electronic ballot.

GSMO Regions

West - California, Hawaii, Nevada, Utah;

Southwest - Arizona, New Mexico, Oklahoma, Texas;

Northwest - Alaska, Idaho, Montana, Oregon, Washington; Wyoming;

Midwest - Colorado, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin;



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Southeast - Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee;

Northeast - Connecticut, Delaware, Kentucky, Indiana, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia.

Membership

Eligibility

You must have current involvement with social media as some aspect of your job, such as a contributor, coordinator or advisor. You must be engaged in GSMO in the capacity of your official government, military or educational institution (Not for freelance consulting or other private industry work. GSMO is not currently open to the private sector or international members). Members must be current full- or part-time staff or an Elected Official representing one of the following entities within the United States:

- Local government, department, Board or Commission
- City, County, Town, Township, Village, Borough, Parish
- State agency, department, Board or Commission
- Regional or quasi-government, Board or Commission
- Airport authority, Water district, Park district, Library, Tourism Commission,
- Visitor's Bureau
- Municipal, Regional, State & Federal Courts
- Public Safety entities such as Police, Fire and Emergency Services
- U.S. Federal Government
- U.S. Military
- U.S. Educational Institution

Member Code of Conduct

All members shall be subject to the GSMO Code of Conduct. Violation of this code may result in action taken up to and including termination of membership.

- Demonstrate and be dedicated to the highest ideals of honor and ethical integrity in your role as a public sector employee.
- Have respect for the property of others and treat others with civility.
- Show proper consideration for the privacy of citizens and colleagues.
- Never post malicious, misleading or unfair content about your agency, colleagues or other stakeholders.
- Unlawful harassment or mistreatment of others is not tolerated.
- Attempt to resolve disagreements and differing views constructively.



Leadership Council Code of Conduct

The following items will apply to the Leadership Council in addition to the Member Code of Conduct.

- The Leadership Council serves by representing the best interests of GSMO and its member network in the field of social media in government.
- The Leadership Council should not represent that their personal opinions online or offline are officially on behalf of GSMO.
- The Leadership Council agrees not to disclose any private information such as membership information, operational data or any explicitly private information.

Services for Members

GSMO offers the following core services for its members.

1. Support Development of the Field

GSMO strives to support and elevate the field of Social Media in Government by monitoring and communicating issues of relevance to its member agencies. GSMO assists in facilitating discussion of issues with social networks.

2. Regional Meetups

GSMO leadership will assist in organizing at least one regional meetup in each of the six GSMO regions per year. Meetups are short programs hosted at a facility offered by a volunteer government agency for this purpose. Regional meetups are designed to encourage member networking and to discuss issues of importance to the region. GSMO will assist in developing the program, marketing and registration for the events.

3. Online Communities

GSMO facilitates online communities for members to communicate with one another. The platforms (such as Facebook Groups or Forums) are subject to change based on member needs.

4. Online Learning

GSMO hosts member-only webinars covering the latest platform news & features in addition to in-depth topical learning opportunities.

5. Resource Library

GSMO operates an online file-sharing resource where members can post and share helpful reference documents such as social media policies, templates and other materials.

6. Member Directory

GSMO maintains an online membership database allowing members to search, message and connect with representatives in their area.