

LASERS Social Media Policy Policy Number: LAS.01-021

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Approved: s/Bernard E. “Trey” Boudreaux, III
Bernard E. “Trey” Boudreaux, III, Executive Director

I. INTRODUCTION

Our platforms are designed to share timely updates, important information, and educational content with our members and the public.

The LASERS website (www.lasersonline.org) is the official source for all LASERS information. LASERS social media accounts – including Facebook, X (formerly Twitter), Instagram, YouTube, and any future platforms – serve as supplemental communication channels and do not replace the website

LASERS is committed to providing accessible digital communications. Content shared on our social media platforms is intended to align with applicable accessibility standards, including WCAG guidelines, where feasible within each platform’s capabilities.

By engaging with LASERS social media, you agree to the following terms and guidelines.

II. GENERAL GUIDELINES

1. Participation on LASERS social media pages is voluntary and at your own risk.
2. Comments and opinions expressed by users do not reflect the views of LASERS, its staff, or its Board of Trustees.

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3. Information shared is for general informational purposes only and should not be considered individualized retirement, financial, insurance, or investment advice.
 4. LASERS does not guarantee the accuracy, completeness, or applicability of information to individual circumstances.
 5. LASERS is not responsible for external content, including links, advertisements, or third-party websites, and does not endorse such content.
 6. Social media content does not supersede or modify any applicable laws, administrative rules, or official LASERS policies or decisions.

III. PUBLIC COMMENT GUIDELINES AND MODERATION

LASERS encourages respectful and constructive dialogue. Comments may be removed if they:

- Contain profanity, vulgar language, or graphic/inappropriate content
- Include personal attacks, harassment, or discriminatory language
- Are unrelated to LASERS business or services
- Contain false, misleading, or unsupported accusations
- Promote commercial products, services, political candidates, or organizations
- Encourage illegal activity or threaten public safety
- Include repetitive or spam-like content
- Disclose confidential or personally identifiable information
- Violate platform terms of service
- Are otherwise deemed inappropriate at LASERS' discretion

LASERS does not edit user comments. Comments that violate these guidelines will be removed in their entirety.

If you believe a comment violates this policy, please report it through the platform or contact the LASERS Public Information Division.

IV. RESPONSE AND MODERATION HOURS

LASERS monitors social media during regular business hours, excluding holidays.

Responses are not guaranteed, and comments or messages submitted outside business hours will be reviewed as soon as possible.

LASERS does not respond to account-specific or benefit-related inquiries via social media. For assistance, please contact:

- Baton Rouge: 225.922.0600
- Toll-Free: 800.256.3000
- Hearing Impaired: 225.922.0612
- Email: AskLASERS

V. PRIVACY AND SECURITY

Do not share personal, confidential, or account-specific information on social media.

LASERS will remove comments containing personally identifiable information but is not responsible for any harm resulting from user-posted information or delays in removal.

VI. THIRD-PARTY PLATFORMS

LASERS social media accounts are hosted on third-party platforms, each with its own terms of service and privacy policies. LASERS does not control or assume responsibility for these platforms or their policies.

VII. PUBLIC RECORDS

Content shared on LASERS social media platforms, including public comments, may be subject to Louisiana public records laws.

For official information requests, media inquiries, or interviews, please contact the LASERS Public Information Director or follow the Public Records Request Policy available on our website.

VIII. RECORDS RETENTION

LASERS social media content is subject to state records retention requirements. LASERS will make reasonable efforts to archive content, including text, images, video, and other media, in accordance with applicable regulations.

IX. POLICY UPDATES

LASERS reserves the right to modify or update this policy at any time without prior notice. Continued use of LASERS social media platforms constitutes acceptance of any changes.