

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

**Issue Date:** May 20, 2014  
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**Revised Date:**  
**Approved:** \_\_\_\_\_ s/ Cindy Rougeou

**I. INTRODUCTION**

Thank you for following LASERS on social media. These platforms allow us to keep members and the public up-to-date on all things LASERS in a direct and timely manner.

The LASERS website, [www.lasersonline.org](http://www.lasersonline.org), is the official and primary source of communication for LASERS information. The LASERS Facebook page, Twitter page, eBeam Blog, YouTube Channel, and any future social media site joined by LASERS are not meant to replace the website, but are additional mediums for distributing our messages to our members and the public. The official source of information will always be on the LASERS website.

Please review the following guidelines regarding the terms of use for LASERS social media sites. All participants of LASERS social media sites are subject to the LASERS Terms of Use.

**II. GENERAL GUIDELINES**

1. You participate at your own risk. LASERS is not responsible for any information you provide on our official social media pages.
2. Comments and opinions expressed by the public on LASERS social media pages are theirs alone and do not necessarily reflect the opinion of LASERS staff or the LASERS Board of Trustees.
3. Posts made by LASERS on our social media pages are intended for general use. Information provided is not intended to provide you with specific benefits, insurance, retirement, financial, or investment advice. LASERS cannot and does not guarantee its applicability or accuracy with regard to your individual circumstances.
4. LASERS assumes no liability for damages incurred directly or indirectly as a result of errors, omissions, or discrepancies.

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5. LASERS is not responsible for any content and does not endorse any website or advertisement that is linked to or from our social media sites.
6. The information included on LASERS social media pages does not amend or overrule any applicable statute or administrative rule, or any decision rendered by, rule, or policy put in place by LASERS administration or the LASERS Board of Trustees.

### **III. PUBLIC COMMENT REMOVAL**

LASERS expects and encourages conversations on our social media sites to be courteous and polite. Participants are not expected to support everything LASERS does or agree with all of the information posted. However, a comment on a LASERS social media site will be removed if the comment:

1. Contains graphic or inappropriate references, vulgar language, personal attacks, or offensive terms that target specific ethnic or racial groups.
2. Is unrelated to LASERS business.
3. Creates unsupported accusations, or any abusive and hateful comments that may be constructed as harmful to any person or organization.
4. Is an advertisement or promotion of a commercial product or service, or an entity or individual, including a political candidate or organization.
5. Encourages any illegal or violent activity, or could compromise public safety.
6. Appears to be a repetitive copied and pasted post.
7. Is considered a breach of privacy or confidential information of LASERS members.
8. Any other comments deemed objectionable by LASERS.

LASERS will not edit comments to remove objectionable content. Rather, the comment will be deleted entirely.

If you feel that any comment violates the above guidelines, please use the "report post" link to the right of each comment in Facebook and email our [Public Information Division](#).

### **IV. RESPONSE TIME**

The Internet is a 24/7 medium, and your comments on LASERS social media pages are welcome at any time. However, given the need to manage our resources,

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moderating and responding to comments will typically occur during the LASERS regular business hours of Monday - Friday, 8:00 a.m. – 4:30 p.m. Any comments submitted after hours, on weekends, or during holidays will be reviewed as quickly as possible, which may be the next business day.

### **V. PRIVACY**

Do not include any confidential information in any comments or discussions on social media. LASERS will remove comments posted to our social media sites that contain personally identifiable information. However, LASERS is not responsible for any damages caused by any comments posted or by delays in removing a comment including confidential information.

LASERS will not answer personal benefit-related questions on our social media pages. If you have questions about your retirement, please call a LASERS Retirement Benefits Analyst at 225.922.0600 (Baton Rouge), 800.256.3000 (Toll-Free), or 225.922.0612 (hearing-impaired). You may also submit questions via email to [AskLASERS](#).

### **VI. TERMS OF SERVICE**

LASERS social media sites are third party sites and have terms of service and policies that are not governed by LASERS or the State of Louisiana. Facebook is not an official LASERS website and the [Facebook terms of service and policies](#) apply.

### **VII. PUBLIC INFORMATION**

Any comments or posts from the public on LASERS social media sites may be considered public record. For more information, please read the [LASERS Public Records Requests Policy](#) on our website.

Any member of the media interested in requesting information from LASERS, or scheduling an interview, should email the [LASERS Public Information Director](#) or follow the [Public Records Request Policy](#), rather than submitting questions through the comment sections on a LASERS social media page.

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### **VIII. RECORDS RETENTION**

LASERS social media sites are subject to State Records Retention requirements, and will apply regardless of format (text, photos, audio, video, etc.). LASERS will put forth reasonable efforts to archive copies of social media content in order to meet State records retention obligations.

### **IX. RIGHTS OF LASERS**

The LASERS social media policy and terms of use is subject to amendment or modification at any time.