

**BOARD OF COMMISSIONERS
PORT OF NEW ORLEANS
CONTENT AND COMMENT POLICY
FOR USERS OF THE BOARD’S PUBLIC
WEBSITES
AND/OR SOCIAL MEDIA PLATFORMS**

Effective February 1, 2013

The Board of Commissioners of the Port of New Orleans ([Board](#)) uses social media and social network sites to further enhance communications with its various business colleagues, customers, other governmental bodies, stakeholder organizations and the community in support of the Board’s goals and objectives. The Board recognizes the vital importance of participating in these online conversations and is committed to ensuring that it participates in social media in meaningful ways. This Policy provides the minimum standards for the proper use of the Board’s website and/or its Social Media platforms by the public audience. Specific areas of the Board’s operations may provide additional directives required to comply with specific laws, regulations and industry requirements.

A. Content of Comments on Board Website or Social Media Platforms

The purpose of this site is to present matters of public interest in the Board. The Board is a political subdivision of the State of Louisiana. Information on the Board’s websites is made available as a public service without express or implied warranties of any kind and is subject to the Board’s Terms of Service Agreement, effective October 1, 2012.

Comments and other information (also referred to interchangeably as “Postings”) from the public are welcome to be posted on the Board’s website and/or Social Media sites, but such Postings will be monitored daily by the Board to ensure they meet certain criteria.

Board-created Social Media forums are structured narrowly to focus discussions on a particular interest of the Board rather than creating a [public forum](#). Each Board social networking site will clearly specify the purpose and topical scope of the blog and social network site. We encourage you to submit your questions, comments, and concerns regarding the topical scope of this site, but please note this is a moderated online discussion site and not a “public forum”.

The Board will remove Postings based on the guidelines below, not because a comment disagrees with Board policy. Once a Posting is made, the Board reserves the right to restrict or remove any content that it deems in violation of this Policy or any applicable law, including, but not limited to deleting Postings which contain the following:

1. Offensive Content – any communication or links to information that is defamatory, sexual, religious, pornographic in nature, sexist, intimidating,

- hostile, abusive, harassing, obscene, threatening, or uses vulgar language
2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, genetics, status with regard to public assistance, national origin, physical or intellectual disability or sexual orientation
 3. Spam or links to other sites that do not fall within the Board's guidelines herein
 4. Advertisements and solicitations other than those created or exchanged in the regular course and scope of the Board's business
 5. Comments off topic
 6. Content advocating illegal activity in violation of any federal, state or local law
 7. Content which promotes particular services, products, or political organizations
 8. Content which infringes on copyrights, service marks or trademarks
 9. Content which reveals personally identifiable medical information or information violating individual privacy rights
 10. Content that may compromise the safety, security or proceedings of public systems or any criminal or civil investigations
 11. Content in support of or opposition to political candidacy campaigns or ballot measures on which the Board has not taken an official position
 12. Content that violates a legal ownership interest of any other party
 13. Anonymous Postings
 14. Information about items in litigation or about claims that could be brought against the Board
 15. Nonpublic information of any kind
 16. Personnel, sensitive or confidential information of any kind
 17. Personal images of other people without their permission, or sharing their personal information in violation of their privacy rights
 18. Medical information that violates a person's Health Insurance Portability and Accountability Act (HIPAA) protections
 19. Embarrassing, disparaging or insulting content about the Port of New Orleans, its Board members, President, employees, or any of its customers

Please note that all entries, articles and any other content posted or submitted for posting are subject to public disclosure. There is no expectation of privacy in such Postings.

Please note that the comments expressed on this site do not reflect the opinions and position of the Board or its officers and employees. If you have any questions concerning this Social Media platform, please contact Promotions@portno.com.

B. Links from Board Website

As an extension of the Board's communications platform, Social Media sites may include links that direct users back to the Board's website for more information, forms, documents or online services as necessary.

The Board's Promotions Department will make its decisions on which non-Board links to include on its website using the following guidelines:

1. Other governments and educational institutions in the state of Louisiana
2. Non-profit or public organizations that have some relationship to the Board, usually contractual
3. Generally recognized community councils and organizations
4. Arts, cultural, sports, major festivals and similar organizations of general interest to Louisiana citizens. With the exception of sports teams, such links are generally to non-profit organizations. Where individual organizations do not have web pages, the Board may link to a site that has general information
5. Tourism information, principally from New Orleans Convention and City Visitors Bureau; websites of major tourist attractions such as those that sponsor festivals taking place in and around the City of New Orleans
6. External links to media articles or other relevant content are permitted on official Board Social Media sites to share information

The Board does not generally link to:

1. Political candidate sites or sites advocating a position on any city, state or federal ballot issues
2. Corporate commercial sites that are not related to Board business
3. Individual personal home pages

Please note that the Board guarantees neither the authenticity, accuracy, appropriateness or security of the link, website or content linked thereto.