

Columbia River Gorge Commission

Draft Content Guidelines for Social Media Posts

These guidelines establish the framework for social media content developed and published by the Columbia River Gorge Commission (CRGC). They are intended to ensure accuracy, consistency, and compliance with CRGC's statutory responsibilities, while allowing Commissioners to communicate proactively and efficiently with the public.

Routine Content (No Review Required)

Commissioners may draft, schedule, and publish content without prior staff review if it meets all of the following criteria:

- Uses language drawn directly from CRGC's website, the Management Plan, the National Scenic Area Act, or other formally adopted reports.
- Shares evergreen, factual information, such as explaining the Commission's role, highlighting the Vital Sign Indicators, describing the Climate Change Action Plan, or outlining economic vitality programs.
- Features landscape or community photographs accompanied by neutral captions.
- Profiles Commissioners, staff, or past small-business loan recipients using publicly available information.
- Provides links only to official CRGC webpages or to recognized partner agencies.

Content Requiring Staff Review

Commissioners must submit draft posts to staff for review prior to publication if the content includes any of the following:

- References to emergency events such as wildfires, floods, landslides, or closures.
- Discussion of appeals, litigation, or compliance decisions.
- Policy interpretation, commentary, or analysis beyond the text of formally adopted plans or reports.
- Mention of current legislative proposals, funding requests, or pending state or federal actions.
- Identification of specific private individuals, organizations, or businesses beyond those previously profiled with Commission approval.

Review Process

Draft posts requiring staff review shall be submitted to staff with a request for confirmation of accuracy, tone, and political sensitivity. Staff will endeavor to provide review and feedback within 48 hours. If staff are unable to review within 48 hours and the content is time-sensitive, Commissioners shall only use official language provided by agency partners such as ODOT, the U.S. Forest Service, or county emergency management offices.

Tone and Style

All social media content shall:

- Use plain, factual language.
- Focus on education, transparency, and clarity rather than advocacy.
- Maintain a neutral, professional voice and avoid humor, slang, or political commentary.
- Utilize visual materials (maps, landscapes, community images) that reinforce the content.

Attribution and Records Management

All posts shall be written in the institutional voice of the Commission (“The Commission”) rather than individual voice. Comments will remain disabled in order to comply with public records requirements and to avoid staff burden. All social media posts will be archived on a quarterly basis for records retention.