



# **Alaska Land Mobile Radio Communications System**

## **Twitter Account Use Procedure 300-8**

**Version V2**

October 2, 2017

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## Document Revision History

<b>Name</b>	<b>Date</b>	<b>Reason for Changes</b>	<b>Version</b>
Shafer, Sherry	10/13/2016	New document - approved by the User Council; final.	1
Shafer, Sherry	10/2/2017	Annual review. Approved by the Operations Management Office - final.	2

## **Acronyms and Definitions**

**Alaska Federal Executive Association (AFEA):** federal government entities, agencies and organizations, other than the Department of Defense, that operate on the shared ALMR system infrastructure.

**Alaska Land Mobile Radio (ALMR) Communications System:** the ALMR Communications System, which uses but is separate from the State of Alaska Telecommunications System (SATS), as established in the Cooperative Agreement.

**Alaska Municipal League (AML):** a voluntary non-profit organization in Alaska that represents member local governments.

**Department of Defense – Alaska:** Alaskan Command, US Air Force and US Army component services operating under United States Pacific Command and United States Northern Command.

**Executive Council:** the ALMR Executive Council which is made up of three voting members and two associate members representing the original four constituency groups: the State of Alaska, the Department of Defense, Federal Non-DOD agencies (represented by the Alaska Federal Executive Association), and local municipal/government (represented by the Alaska Municipal League and the Municipality of Anchorage).

**Local Governments:** those Alaska political subdivisions defined as municipalities in AS 29.71.800(13).

**Member:** a public safety agency including, but not limited to, a general government agency (local, state or federal), its authorized employees and personnel (paid or volunteer), and its service provider, participating in and using the System under a Membership Agreement.

**Municipality of Anchorage (MOA):** the MOA covers 1,951 square miles with a population of 300,000 plus. The MOA stretches from Portage, at the southern border, to the Knik River at the northern border, and encompasses the communities of Girdwood, Indian, Anchorage, Eagle River, Chugiak/Birchwood, and the native village of Eklutna.

**Operations Manager:** the Operations Manager represents the User Council interests and makes decisions on issues related to the day-to-day operation of the system and any urgent or emergency system operational or repair decisions. In coordination with the User Council, the Operations Manager establishes policies, procedures, contracts, organizations, and agreements that provide the service levels as defined in the ALMR Service Level Agreement.

**Operations Management Office (OMO):** develops recommendations for policy, procedures, and guidelines; identify technologies and standards; and coordinates intergovernmental resources to facilitate communications interoperability with emphasis on improving public safety and emergency response communications.

**State of Alaska (SOA):** the primary maintainer of the SATS (the State's microwave system), and shared owner of the System.

**State of Alaska Telecommunications Systems (SATS):** the State of Alaska statewide telecommunications system microwave network.

**System:** the ALMR Communications System, as established in the Cooperative Agreement, and any and all System Design/System Analysis (SD/SA) and System Design/System Implementation (SD/SI) documents.

**User Council:** the User Council is responsible for recommending all operational and maintenance decisions affecting the System. Under the direction and supervision of the Executive Council, the User Council has the responsibility for management oversight and operations of the System. The User Council oversees the development of System operations plans, procedures and policies under the direction and guidance of the Executive Council.

## **1.0 Purpose**

The Alaska Land Mobile Radio (ALMR) Communications System covers the major road systems, eastern Kodiak Island and portions of the Alaska Marine Highway utilizing a combination of 85 State of Alaska (SOA) and Department of Defense (DOD) sites, with connectivity provided by the SOA Telecommunications System (SATS) microwave.

ALMR is made up of non-Federal (FCC) and Federal (NTIA) frequency resources, which were paired together through a spectrum sharing agreement to help create a digital, wide area, trunked network solution. It is the primary means of first responder communications and coordination during mutual aid emergencies, natural or manmade disasters and is used daily to facilitate police, fire and medical responses and is the common denominator for Alaskan interoperable communications with DOD, Federal, State and local government public safety response agencies.

The Operations Management Office (OMO) will utilize the Twitter® social media platform to reach out to the general public and provide insight on how the ALMR System supports the public safety community in their daily operations, as well as during catastrophic events.

## **2.0 Roles and Responsibilities**

### **2.1 User Council**

The User Council (UC) shall be responsible for the formal approval of the Twitter® Account Use Procedure and any revisions hereafter

### **2.2 Operations Management Office**

The OMO shall be responsible for interacting with the public regarding ALMR through the Twitter® account by:

- Employing a strategy regarding the types of messages to be published and developing a schedule for regular updates
- Providing factual information regarding ALMR and its use to promote safety and educate the public
- Verifying information to the greatest extent possible with any corresponding agency, prior to publishing.
- Monitoring the account Monday-Friday, 7 a.m.-4:30 p.m., excluding State and Federal holidays
- Posting weekend or after-hour emergencies on an as-needed basis
- Responding to all Twitter® posts, as needed and/or appropriate, within two business days
- Archiving all posts published on the ALMR Twitter® social media account

### **3.0 Procedures**

Account managers for the ALMR Twitter® account should ensure posts:

- Are reviewed for factual accuracy, as well as grammatical and spelling errors prior to posting
- Share relevant feedback from users
- Are informative in nature and provide easily verifiable facts
- Contain links to resources, whenever possible, where readers can get additional information
- Do not contain proprietary or confidential information
- Acknowledge copyrighted or intellectual property rights, as appropriate
- Are not utilized to promote any products or persons
- Observe the Terms of Service of the social media platform at all times
- Correct mistakes immediately and ensure the correction is identified, as such
- Are updated along with the date available, if additional information becomes available after the fact
- Are neutral in tone

### **4.0 Terms and Conditions**

Participants using the ALMR Twitter® account take responsibility for their comments, username and any additional information they provide. Posts and corresponding comments must adhere to the following terms and conditions.

The following are disallowed under any circumstances:

- Comments which are profane, graphic, obscene, explicit, racially tinged abusive, hateful or potentially libelous
- Promotions, endorsement, solicitations and advertisements
- External links other than those provided by the account owner
- Suggestions or promotions of any illegal activity
- Political campaign advertisements, comments or discussions
- Comments not related to the original posting

### **5.0 Violations**

When deleting a user comment, an ALMR Twitter® account manager shall:

- Message the user and advise them that their post was deleted
- Specify which of the *Terms and Conditions* were violated
- Invite them to re-post their comment within the established policy guidelines

## **6.0 Contacts**

Questions regarding these guidelines may be directed to the OMO by contacting Mr. Del Smith at 907-334-2636 or [delsmith@5starteam.net](mailto:delsmith@5starteam.net) and/or Ms. Sherry Shafer at 907-269-8408 or [sherryshafer@5starteam.net](mailto:sherryshafer@5starteam.net).

## **7.0 Compliance**

Compliance standards for the Twitter Account Use Procedure are outlined in ALMR Twitter® Account Use Policy Memorandum 300-8.