

## **Development Authority of Fulton County**

### **Media Inquiry, Social Media, and Company Interaction Policies**

#### **Media Inquiry Policy:**

To ensure the quality and consistency of information shared with media sources and in furtherance of promoting the importance of economic development throughout Fulton County, the following policy shall be followed by all Development Authority of Fulton County (“DAFC”) staff and Board members (consistent with the fiduciary obligations owed by Board members and officers of the DAFC to the DAFC):

- The official spokespeople for the DAFC are the Executive Director and/or CEO, Chairman and/or Vice Chairman.
  - Individual Board members, other than the Chairman and Vice Chairman, are not authorized to speak on behalf of the DAFC Board.
  - No Board member, other than an official spokesperson, should communicate regarding pending Board matters and projects without the express prior consent of the Executive Director and/or CEO, understanding that all meetings of the Board are subject to the Open Records Act.
  - If board members choose to respond to inquiries about their vote made on a specific project, they should be sure the reporter understands and acknowledges in the story that the Board member is not speaking on behalf of DAFC. Furthermore, if a Board member other than an official spokesperson communicates with any member of the media regarding a prior vote, the Board member must be mindful of his/her fiduciary obligations to promote the best interests of the DAFC as determined by the Board.
  - DAFC staff and Board members (including any official spokesperson) should notify the Executive Director and/or CEO immediately if they are contacted by any members of the media.
  - Working with the Chairman and/or Vice Chairman, the Executive Director and/or CEO will help streamline all official Board correspondence to external audiences, including members of the media.
  - Please acknowledge receipt of any media inquiries in a timely manner and let the reporter know you will share their inquiry with the appropriate person at DAFC.
  - While most inquiries are received by email, if the inquiry is received by phone or other means, please note the reporter’s name and contact information.
- Other than the limited media communications contemplated herein by any Board member, do not engage members of the media, but instead ask them to contact the Executive Director and/or CEO for DAFC’s position on any issue.
- Do not seek out members of the media to provide comments regarding the business of the DAFC, any DAFC activities, and any Board votes.
- Do not seek out members of the media to provide comments that are disparaging to the DAFC or any decision of the DAFC Board, understanding that DAFC’s mission is to promote economic development within Fulton County and to procure opportunities over other development organizations.
- Do not provide DAFC-related documents or materials to the media or others, whether by verbal communication, email, text message, facsimile, regular mail, photograph, hand delivery, or any other means. In the event such documents or materials are requested, please contact the Executive Director and/or CEO immediately and provide documentation of the request so that DAFC may officially respond to any such request.

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#### **Social Media Policy:**

While social media is a vital form of communication, we acknowledge that there are risks involved with sharing opinions on these public forums when you serve on behalf of DAFC, whether as a staff member or Board member. The following social media guidelines should be followed by all DAFC Board members and staff:

- Add a disclaimer to your social media profile. For example: “Views and opinions are my own.”
- Do not engage in debates with those who may post opinions that differ from yours regarding decisions made by the Board.
- Do not comment on pending Board matters that have not been voted on by the Board.
- Do not post disparaging comments regarding the DAFC, any DAFC activities, and Board votes.
- Do not post anything that is against the spirit of the DAFC, including posting information that promotes other business development organizations or that is contrary to decisions of the Board.
- Do not reference any confidential and/or sensitive items pertaining to the DAFC and any Board actions, including, without limitation, any matters still under consideration by the Board.
- Do not post information that has not been confirmed or made public by DAFC.

#### **Company Interaction Policy:**

Notwithstanding anything to the contrary contained herein with respect to the Media Inquiry Policy and Social Media Policy, individual Board members are authorized to communicate with company representatives seeking approval from the DAFC and prospective company partners (collectively, “Company Representatives”) regarding their respective projects under the following conditions:

- Individual Board members are authorized to communicate with Company Representatives at site visits organized by DAFC, DAFC meetings, and in other circumstances that are expressly authorized by the Board (collectively, the “Permitted Company Representative Interactions”).
- Any Board member that communicates with a Company Representative outside of the Permitted Company Representative Interactions should immediately report the communication(s) to the Executive Director and/or CEO. Such report should provide the name(s) of the Company Representative(s), the name of the project, and the matters discussed in reasonable detail.

**APPROVED BY DEVELOPMENT AUTHORITY OF FULTON COUNTY  
EXECUTIVE COMMITTEE ON NOVEMBER 16, 2020.**