EAGLECREST SALES AND COMMUNICATION COMMITTEE AGENDA

February 4, 2026 at 12:00 PM

Zoom Webinar Only

https://juneau.zoom.us/j/88555371873 or 1-253-215-8782 Webinar ID: 885 5537 1873

A. ROLL CALL

B. APPROVAL OF AGENDA

C. AGENDA TOPICS

1. **Social Media Comments**
2. **Building Community Support**
3. **Upcoming Marketing/ Campaigns**
4. **Social Media Policy Review**

D. COMMITTEE MEMBERS/ STAFF LIAISON COMMENTS AND QUESTIONS

E. STAFF REPORT

F. NEXT MEETING DATE

G. ADJOURNMENT

ADA accommodations available upon request: Please contact the Clerk's Office 36 hours prior to any meeting so arrangements can be made for closed captioning or sign language interpreter services depending on the meeting format. The Clerk's Office telephone number is (907) 586-5278, e-mail: city.clerk@juneau.gov.

ADMINISTRATIVE POLICY NO. 14-05

SOCIAL MEDIA USAGE FOR CBJ EMPLOYEES

I. PURPOSE

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City and Borough of Juneau (CBJ) departments may use social media tools to reach a broader audience. The City encourages the appropriate use of social media to further the goals of the City and the missions of its departments in accordance with the provisions of this policy.

The City and Borough of Juneau has an overriding interest in what is written on behalf of the City on social media sites. This policy establishes guidelines for the use of social media by employees.

This policy applies when any CBJ employee uses social media tools to communicate with the public about the work of CBJ.

II. POLICY GUIDELINES

A. All CBJ social media sites posted by departments will be subject to approval by the City Manager.
B. The CBJ website, juneau.org, will remain the City's primary and predominant internet presence.
C. The best, most appropriate CBJ uses of social media tools fall generally into two categories.
   1. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information)
   2. As marketing/promotional channels to increase the City's ability to broadcast its messages to the widest possible audience.
D. Wherever possible, content posted to CBJ social media sites will also be available on the City's main website.
E. Wherever possible, content posted to CBJ social media sites will contain links directing users back to the City's official website for in-depth information and online services necessary to conduct business with the City and Borough of Juneau.
F. Departmental public information staff will be responsible for the content and upkeep of any social media sites their department may create.
G. CBJ social media sites are subject to the State of Alaska public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to CBJ business shall be maintained in an accessible format so that it can be produced in response to an information request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the Municipal Clerk. The responsible department will assign staff to maintain information timeliness and accuracy, and respond to public feedback in a timely and routine manner.

H. Alaska State law and relevant City and Borough of Juneau records retention schedules apply to social media formats and social media content. Social media sites typically contain an archival function where users may, periodically, download records of their use of the platform from time to time. Departments are responsible for downloading records of their social media platform use no less frequently than quarterly to a CBJ file server and holding these records pursuant to the records retention schedule. Use of social media platforms that lack an archival function is not recommended for reasons of staffing efficiency.

I. Users of CBJ social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. CBJ social media site articles and comments containing any of the following forms of content shall not be allowed.
   1. Comments not topically related to the particular social medium article being commented upon;
   2. Comments in support of or in opposition to political campaigns or ballot measures;
   3. Profane language or content;
   4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
   5. Sexual content or links to sexual content;
   6. Solicitation of commerce;
   7. Conduct or encouragement of illegal activity;
   8. Information that may tend to compromise the safety or security of the public or public systems; or
   9. Content that violates a legal ownership interest of any other party.

   These guidelines must be displayed to users or made available by hyperlink.

J. CBJ reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

K. All new social media tools proposed for CBJ use will be approved by the City Manager and the appropriate department director.

L. The City Manager will maintain a list of social media tools which are approved for use by the City departments and staff.

III. SOCIAL MEDIA STANDARDS

TWITTER STANDARD

Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to Juneau.org for more information.

Content

A. Each department will have only one Twitter account, unless otherwise approved by the City Manager. Account information, including usernames and passwords, shall be registered with the City Manager.

B. The department's Twitter bio will read: (Department name) Comments, list of followers subject to public disclosure. If appropriate the following will be added: This site is not monitored. Call 911 for emergencies.

C. Twitter usernames shall begin with "CBJ," e.g., CBJPD, CBJPW.
D. Department Twitter account backgrounds will share a standardized CBJ logo.
E. Twitter accounts shall serve three primary purposes:
    1. Get emergency information out quickly.
    2. Promote CBJ-sponsored events.
    3. Refer followers to content hosted at juneau.org.
F. Information posted on Twitter shall conform to the policies and procedures of the department posting the information. Tweets shall be relevant, timely, and informative.
G. Communications personnel shall ensure that information is posted correctly the first time. Twitter does not allow for content editing.

FACEBOOK STANDARD

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to department web sites at juneau.org and to inform more people about CBJ activities. These standards should be used in conjunction with the City's social media use policy. As Facebook changes these standards may be updated as needed.

Establishing a page

A. Type of 'pages'
    1. CBJ will create 'pages' in Facebook, not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability.
    2. For 'type' description, choose 'government.'
B. Boilerplate
    1. In collaboration with the Department managing the page, the CBJ Webmaster will standardize and provide the Facebook page's cover and profile images in order to ensure a standard of quality throughout all CBJ pages. This does not mean that all images will be the same, except that the city logo will be added to all CBJ pages.
    2. Departments will complete the Page Info section as fully as possible.
    3. If comments are turned on, the Facebook page should include a tab/link to a Comment Policy Tab with the following disclaimer:

       Comments posted to this page will be monitored. The CBJ reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.
C. Link to the CBJ
    1. A link to juneau.org will be included on the Page Info page
    2. CBJ department and project pages should be page favorites of other CBJ Facebook pages.
D. Page Naming
    1. Page name should be descriptive of the department.
    2. The City Manager will approve proposed names.
E. Page Administrators
    1. A successful page requires "babysitting." There will be a designated department administrator that is responsible for monitoring the Facebook page. Posts should be approved by the administrator or their alternate.
    2. The administrator is responsible for making sure content is up-to-date. Departments will designate a back-up person in the administrator's absence.

F. Comments and Discussions Boards
   1. Comments to the timeline generally will be turned off but may be allowed on a case-by-case basis with request from the department and approval from the City Manager. Discussion Boards/apps should be turned off unless prior approval has been granted by the Manager or Manager's designee.

G. Applications ("Apps")
   1. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
   2. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the Manager or Manager's designee.
   3. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

IV. GENERAL PROVISIONS

Scope: This policy applies to all agencies and employees of the City and Borough of Juneau, Alaska.

A. Authority to promulgate policy: The City Manager of the City and Borough of Juneau, Alaska, maintains the authority granted by the CBJ Charter to order policy and the guidelines for implementation.
B. Effective Date: This policy will take effect on date policy is signed.

Dated at Juneau, Alaska, this 9th day of December, 2014

Kimberly A. Kiefer
City and Borough Manager

EAGLECREST SKI AREA SOCIAL MEDIA USAGE AND COMMENT RESPONSE POLICY

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1. PURPOSE

This policy establishes standards for the use of social media by Eaglecrest Ski Area (Eaglecrest). Eaglecrest is a Special Revenue Fund of the City and Borough of Juneau (CBJ) and operates under the oversight of an empowered Board of Directors. Social media is used to provide timely operational information, promote programs and events, engage with the public, and support transparency, while complying with CBJ policy, Alaska public records law, and applicable First Amendment requirements.

This policy is tailored from CBJ Administrative Policy 14-05 and applies Eaglecrest-specific governance, operational, and risk-management considerations.

2. SCOPE

This policy applies to:

- All official Eaglecrest social media accounts;
- Eaglecrest employees, contractors, and volunteers who are authorized to post or respond on behalf of Eaglecrest.
- Any moderation or management of public comments on Eaglecrest-operated platforms.

Personal social media use by employees or board members is not governed by this policy unless an individual is representing Eaglecrest in an official capacity.

3. GOVERNANCE AND AUTHORITY

- **Ownership:** Eaglecrest Ski Area is owned by the City and Borough of Juneau.
- **Oversight:** Policy direction is provided by the Eaglecrest Board of Directors.
- **Administration:** Day-to-day operations and communications are managed by Eaglecrest management, consistent with Board-adopted policy and CBJ requirements.
- **Consistency with CBJ:** This policy supplements, and does not supersede, CBJ Administrative Policy 14-05 or applicable CBJ records retention schedules.

4. GUIDING PRINCIPLES

- **Public service and access:** Social media is a public-facing service tool.
- **Accuracy and neutrality:** Information must be factual, timely, and non-political.
- **Safety first:** Communications must not compromise public, employee, or operational safety.
- **Transparency and accountability:** Content may constitute a public record.
- **Respectful engagement:** Even critical comments should be handled professionally.

5. APPROVED USE OF SOCIAL MEDIA

Eaglecrest social media platforms may be used to:

- Communicate operational status (e.g., lift status, weather impacts, road access);
- Share safety-related information and closures;
- Promote Eaglecrest programs, events, and services;
- Direct the public to the official Eaglecrest or CBJ websites for detailed information.
- Provide general customer service guidance.

Social media shall not be used to announce or debate pending Board decisions, labor matters, legal disputes, or executive session topics.

6. ROLES AND RESPONSIBILITIES

- **Authorized Administrators:** Designated Eaglecrest staff are responsible for posting, monitoring, and responding to content.
- **General Manager:** Oversees compliance with this policy and approves sensitive communications.
- **Board Members:** Board members should not engage in comment threads in their official capacity unless expressly authorized. Individual board member comments do not represent Board action or intent.
- **CBJ Coordination:** Where required, Eaglecrest will coordinate with CBJ Administration on platform approval, records retention, or legal matters.

7. PUBLIC AND RESPONSIBILITIES

- Social media posts, comments, messages, and moderation actions related to Eaglecrest business may be public records under Alaska law.
- Eaglecrest will retain records in accordance with CBJ records retention schedules.
- Content removed or hidden under this policy must be retained when required, including the date, time, and reason for removal.

8. COMMENT RESPONSE STANDARDS

- **Tone:** Calm, factual, and service-oriented.
- **Timeliness:** Reasonable response times based on staffing and operational demands.
- **Clarity:** Short, clear responses that are understandable to the general public.
- **No debate:** Do not argue, speculate, or engage in prolonged exchanges.
- **Public vs. Private:** Move conversations involving personal information or detailed complaints to private channels when appropriate.

9. COMMENT CATEGORIES AND RESPONSE APPROACH

A. General Questions

Respond publicly with accurate, operational information or links to official sources.

B. Constructive Criticism

Acknowledge the concern and explain existing policy or process without assigning blame or implying future Board action.

C. Misinformation

Correct politely using verified facts. Reference official Eaglecrest or CBJ sources when available.

D. Complaints or Service Issues

Acknowledge publicly and direct users to established customer service channels. Do not resolve individual disputes in comment threads.

E. Safety and Operations

Share confirmed information only. Do not disclose real-time mitigation, patrol, or security details that could increase risk.

F. Hostile or Disruptive Comments

Do not engage emotionally. Apply moderation standards in Section 10.

10. Moderation and Content Removal

Comments may be hidden or removed if they:

- Contain threats, harassment, or hate speech;
- Include profanity or personal attacks;
- Promote illegal activity;
- Disclose private, confidential, or protected information;
- Are spam or commercial solicitations;
- Are not topically related to the post.

Moderation must be viewpoint-neutral and consistent with First Amendment protections. Disagreement with Eaglecrest policy or management decisions alone is not grounds for removal.

11. PROHIBITED CONTENT AND RESPONSES

- Political advocacy or commentary;
- Statements implying Board decisions, intent, or votes not formally taken;
- Discussion of personnel matters, labor negotiations, legal claims, or executive session topics;
- Commitments or promises not approved through established authority.

12. PLATFORM STANDARDS

- Eaglecrest may maintain official accounts on approved platforms consistent with CBJ requirements.
- Account credentials and administrative access shall be controlled by Eaglecrest management.
- Platform-specific standards (e.g., Facebook, Instagram, X) shall align with this policy and CBJ Administrative Policy 14-05.

13. REVIEW AND UPDATES

This policy shall be reviewed periodically by Eaglecrest management, the Board of Directors, and CBJ as appropriate to ensure compliance with law, policy, and operational needs.

Appendix A: Pre-Approved Response Templates

The following templates are approved for use by authorized Eaglecrest staff. Templates may be adapted for clarity, but should not materially change meaning without management approval.

1. Operational Status / Closures

"Thanks for checking in. Today's operations are based on current weather, snow conditions, and safety assessments. Updates are posted as conditions change. Please check our official channels or website for the most current information."

2. Safety and Avalanche Mitigation

"Safety is our top priority. Decisions related to terrain access and operations are made based on professional assessments and current conditions. We do not share detailed mitigation or patrol procedures publicly, but we appreciate your understanding."

3. Uphill Access Concerns

"We recognize that uphill access is important to many members of the community. Eaglecrest's uphill policies are developed with safety, operations, and risk management in mind. Current policies are posted on our website, and formal feedback is always welcome through established channels or public board meetings."

4. Constructive Criticism

"Thank you for sharing your perspective. We understand the concern and will ensure it is shared with Eaglecrest management. Policy questions or requests for change are best addressed through the Board of Directors' public process."

5. Complaints or Service Issues

"We're sorry to hear about your experience. To help us address this appropriately, please contact us directly through our customer service email or website so we can follow up."

6. Misinformation

"We want to clarify a point here: [brief factual correction]. Accurate information is always posted on our official channels and website."

7. Hostile or Inflammatory Comments (Final Response Before Disengagement)

"We're happy to answer questions and share information, but we ask that conversations remain respectful. Further comments that violate our posted guidelines may be moderated."

Appendix B: Risk Management and Legal Alignment (CBJ)

This policy and the above templates are aligned with City and Borough of Juneau risk management principles and public-sector best practices, including:

1. First Amendment Considerations

- Eaglecrest social media accounts function as limited public forums.
- Moderation must be viewpoint-neutral and content-based only.
- Critical or unpopular opinions about Eaglecrest, management, or the Board are protected speech.

2. Liability and Safety Risk

- Social media shall not disclose real-time operational details, patrol locations, avalanche control methods, or security procedures.
- Staff must avoid statements that could be interpreted as guarantees of safety or conditions.

3. Public Records Compliance

- Posts, comments, direct messages, and moderation actions related to Eaglecrest business may be public records.
- Deleted or hidden content must be retained when required, including screenshots or platform exports.

4. Governance and Authority Protection

- Social media responses must not imply Board intent, future action, or policy changes.
- Statements committing Eaglecrest to changes, access, refunds, or operations require appropriate authority.

5. Incident and Crisis Communications

- During emergencies or significant incidents, communications shall follow CBJ emergency management protocols.
- Only confirmed information may be shared; speculation is prohibited.

These appendices are intended to provide staff with clear, defensible tools for consistent public engagement while reducing legal, safety, and governance risk.