

McKINLEYVILLE



COMMUNITY SERVICES DISTRICT



McKinleyville Community Services District Social Media Policy

Purpose

McKinleyville Community Services District (MCSD; the District) views social networks such as web-based discussion or conversation pages and other forms of social networking such as Facebook, Twitter, YouTube, Instagram, etc., as significant new forms of public communication. This policy establishes the use and management of District authorized social media and provides guidelines on its management, administration and oversight.

Establishing Networks

1. The establishment of a District Social Media site is subject to the approval by the General Manager.
2. Upon approval, the site(s) shall bear the name and/or official logo of the District.
3. All social media pages should link to the District's official website.
4. Each social media network site shall include the following statement posted on its primary page or by a hyperlink directing a user to the same wherever possible:

“This account is intended to provide updated information of McKinleyville Community Services District's programs, services, meetings, and events to the members of the public.

Comments posted by individuals do not necessarily represent the views of the District. McKinleyville Community Services District reserves the right to remove inappropriate comments including those comments that are not topically related, comments that include profane or obscene language, sexual content, threats, defamatory statements, the encouragement of illegal activity, violations of the legal ownership interests of another party, solicitations of commerce, statements in support or opposition to political candidates or ballot propositions, content that promotes, fosters, or perpetuates discrimination, or information that may compromise the safety or security of the public or public systems.

Any comments or other content posted or submitted to this page for posting, as well as personal identifying information for the page's users and visitors, may be public records subject to disclosure pursuant to the California Public Records Act (Cal. Gov. Code § 6250 et seq.). Public disclosure requests must be directed to the District office.

All content, whether contributor comments, reviews, or posts as well as District comments or posts, will be removed from this official District social media platform 1 year from posting.”

Use Behavior

Primary social media use is for providing updates on special events, weather emergencies, district ongoing projects or major ongoing events to the district that affects the District's customers and the surrounding community.

Violations of use are as follows:

1. Unauthorized posting of District notifications, comments, article(s) and/or District multi-media content or any other unauthorized content not in conformance with these guidelines;
2. Inappropriate and/or illegal posting and/or sharing of offensive/objectionable material on social media network sites;
3. Violation of all other District rules, regulations and/or policies.

Any employee becoming aware or having knowledge of a posting in violation of the provisions of this policy shall notify his/her supervisors immediately for follow-up action.

Content Guidelines

1. As a public entity, MCSD must abide by certain standards to serve all of its constituents in a civil and unbiased manner.
2. The content of MCSD social media sites shall only pertain to District-related, District-sponsored, or District-endorsed programs, services, events, or other emergency notifications. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
3. Hashtags can dramatically increase District visibility. A hashtag is a word or phrase preceded by a hash sign (#) to identify messages on a specific topic. Creation of a hashtag by staff must be preapproved by the General Manager and used appropriately.
4. MCSD shall have full permission or rights to any content posted by the District on MCSD social media sites, including photographs and videos.
5. Employees authorized to post items on any of the District's social media sites shall first have initial content reviewed by the General Manager prior to posting.

6. Postings on any District social media site by authorized employees shall relate only to the purpose of communicating information of public interest regarding functions, activities, programs, and goals of the District and/or facilitate the community's ability to learn about and participate in the same. Postings shall not include any personal views or concerns of District employees.

Comment Guidelines

MCSD disclaims any and all responsibility and liability for any materials that MCSD deems inappropriate for posting which cannot be removed in an expeditious or otherwise timely manner. MCSD reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Any articles, messages, posts, comments, images, video or other content containing any of the following shall not be allowed and may be removed as soon as possible:

- Comments not topically related to the particular article or post being commented on;
- Comments in support of or opposition to political campaigns or ballot measures;
- Profane language or content;
- 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;
- Sexual content or links to sexual content;
- Solicitations of commerce;
- Conduct or encouragement of illegal activity;
- Statements that are demonstrably false;
- Information that may tend to compromise the safety or security of the public or public systems; or
- Content that violates a legal ownership interest of any other party.

Records Management

The California Public Records Act requires the District to disclose specific public records. In response to requests for such disclosure, it may be necessary to examine electronic communications records that users may consider personal to determine whether they are public records that are subject to disclosure. Postings on social media networking sites are not confidential.

Relevant record retention schedules apply to all social media content.

Content must be managed, stored, and retrieved to comply with open records and e-discovery laws and policy.

Social Media Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure, as stated in the Establishing Networks section of this policy.

To maintain the relevance of each District social media site with the most up to date information, all comments and posts may be removed after 1 year from original posting. This does not supersede any records retention regulations, and any removed content will be held by the District as required by the District's records retention policy.

Social Media and Open Meeting Laws

The MCSD Board of Directors meetings are governed by the Ralph M. Brown Act which provides public posting requirements for open, public meetings. In 2020, legislation was introduced and voted upon, taking effect January 1, 2021, through AB 992 that clarifies how social media is used by elected officials in compliance with the Brown Act. This law amends Government Code Section 54952.2 giving requirements for how public officials may communicate on social media platforms. This policy does not preclude the Board of Directors from following current California Law regarding Social Media but will highlight standards that will be observed.

The MCSD Board of Directors may communicate on Social Media platforms in order to answer questions, provide information to the public, or solicit information from the public regarding a matter within the legislative body's subject matter jurisdiction.

The MCSD Board of Directors may not conduct single contact between one director and another on any Social Media platform. While the Brown Act allows for two elected officials to communicate without constituting a prohibited serial meeting, AB 992 prohibits a member of any legislative body from responding "directly to any communication on an Internet-based social media platform regarding a matter that is within the subject matter jurisdiction of the legislative body that is made, posted, or shared by any other member of the legislative body." This means that if one Director was to post a comment or a reaction (emoji face/"like") in response to another Director's Social Media post about a District issue, that could be a Brown Act violation.

Any MCSD Board Director who has a separate Social Media site dedicated to their position as a Board Director will adhere to all other regulations found in this policy.

Attachment A

(This attachment is for reference only, and may be updated from time to time as needed)

District Approved Social Media Sites with Site Specific Content Guidelines

Facebook – Posts may include pictures and writing. Must include all pertinent contact information and correct dates/times if applicable. Picture should include photo credit, if applicable.

Twitter – Tweets are short and consist of no more than 280 characters.

Instagram – Pictures only with brief descriptions

District Approved Hashtags

#mckinleyvillecsd

#mcsdparks

#mcsdrecreation

#mcsd50years

#mckinleyvillecsd50years