

OCEANO COMMUNITY SERVICES DISTRICT SOCIAL MEDIA POLICY

PURPOSE

The overall purposes of this policy are to: establish the goals of the Oceano Community Services District ("District") for social media use; identify District staff who will manage the District's social media outreach efforts and those who will post through these outlets; and outline the approval steps for all information conveyed through the use of selected social media outlets.

The District's presence on social media is an extension of the District's public outreach efforts and is overseen by the District General Manager. Social media includes any internet-based networking site. Approved social media outlets are listed in Exhibit A. No other outlets may be added without approval from the Oceano Community Services District Board of Directors ("Board").

There are two main purposes for the District to have a presence on social media:

1. To convey time-sensitive information as quickly as possible, such as in the event of an emergency, scheduled interruptions of service for repairs, or other issues relating to District services.
2. To convey information regarding District meetings and District and/or community events.

The purposes of the District's social media policy do not include establishing an interactive blog site or discussion forum, because current District resources are limited and adhering to laws applicable to governmental agencies could be problematic. Questions for the District must continue to be provided directly through the District website at www.oceanocsd.org, by calling the office at (805) 481-6730, or by scheduling an appointment with District staff. A link to the District website with contact information will be included on the District's social media sites. The District's General Manager will have sole authority on whether to post any questions and related information on social media outlets that have been submitted to the District's website, when doing so promotes public outreach and education relating to District services.

POLICY

All District social media sites will be approved for content by the General Manager or designee.

1. The General Manager or designee will collaborate to use social media proficiently, effectively, and safely to communicate District messages.
2. Designated users of the District's social media outlets must comply with the applicable federal, state, and local laws, the District's computer use policy and other applicable policies. This includes adherence to established laws and policies regarding copyright, records retention, California Public Records Act, e-discovery laws, the First Amendment, privacy laws, and information security

policies established by the District. Social media content therefore must be managed, stored, and retrieved to comply with these laws.

3. Each District social media site will include an introductory statement which clearly states the purpose of the site. All social media sites will include a description and/or entry that clearly indicates that content posted or submitted for posting is subject to public disclosure.
4. All District social media sites will clearly indicate that they are maintained by the District and will have District contact information clearly displayed.
5. The General Manager will appoint a designee to monitor content on social media to ensure adherence to this policy, appropriate messaging, consistent branding, and consistency with District goals.
6. Any District employee or Board member who discovers negative factually incorrect comments about the District on any social media sites should notify the General Manager or designee immediately in order to correct misinformation.

POSTING GUIDELINES

Individuals designated by the General Manager to post information to approved social media outlets must adhere to the following posting guidelines:

- Ensure information posted is factual and approved by the General Manager or designee.
- The tone and content being posted should be professional, honest and respectful.
- Each post must conclude with a reference statement directing persons with questions or inquiries to the District website or to contact the District office.

TRANSPARENCY

The District is committed to using social media to enhance transparency with customers, local communities and the general public. In doing so, the General Manager, or designee will post information and/or links on the following items in a timely manner:

- Agendas for District regular and special meetings.
- The time, date and location of District-sponsored events.
- Information on requests for proposals and contracts for construction or professional services.
- Emergencies declared by the Board of Directors.
- Service interruptions.
- Office closures.
- Press releases.
- Staff and Board vacancies that are open and being filled.
- Information to promote public outreach and education relating to District services.
- Other information as directed by the Board.

The following statements will be included on the District's social media sites:

The District website www.oceanocsd.org will remain the primary and predominant internet source for information. For any other questions or concerns, please contact the District directly at (805) 481-6730.

Users must be aware that, under certain circumstances, questions and comments submitted to the District may be posted on the District's social media pages and may be subject to California's public records laws and subject to disclosure by the District if requested. This may include information about you that you make available through your social media privacy settings.

Any comments submitted to the District that are posted on any of the District's social media outlets will remain the opinion of the submitter only, and the publication of the comment does not imply endorsement of, or agreement by, the District, nor do such comments necessarily reflect the opinions or policies of the District.

AUTHORIZED USERS

To ensure the appropriateness of content posted to District social media sites, the General Manager may appoint a designee or designees with the authority to use social media on behalf of the District. Access to social media networks from within the District is limited to the General Manager or designee(s) to perform official District business. Authorized users will review the District's social media policies and procedures and are required to acknowledge, in writing, their understanding and acceptance of their scope of responsibility. Authorized users will review site activity regularly for exploitation, misuse or activities that have the potential to place the District at risk.

Exhibit A
Authorized Social Media Outlets

SOCIAL MEDIA SITES (as of 08/2019):

- [Facebook.com/OCEANOCSD](https://www.facebook.com/OCEANOCSD)
- [Nextdoor.com](https://www.nextdoor.com)