

Orange County Mosquito and Vector Control District

SOCIAL MEDIA POLICY

Policy No.52

SECTION 1. Purpose

This policy provides the public, District, the Board of Trustees and employees guidelines on the use of social media. The District's presence on social media is an extension of the District's communications and outreach efforts and it is overseen by the Director of Communications and Communication staff. Social media includes any internet-based networking site, including, but not limited to, blogs, Facebook, Twitter, YouTube, LinkedIn, Instagram, and NextDoor. As new social media platforms are developed, they will be subject to this policy.

The goal for the District's presence on social media is to distribute time-sensitive information as quickly as possible and to increase the District's ability to broadcast its message to the widest possible audience and in a timely manner.

SECTION 2. Scope

This policy shall apply to the public, all District staff, and the Board of Trustees.

SECTION 3. Policy

- A. The District's official website at www.ocvector.org (or any domain owned by the District) will remain the District's primary means of internet communication. No other sites, pages or blogs are authorized as official sites for District information, unless expressly authorized by the Board of Trustees at a regular meeting of the Board.
- B. The District's social media sites are used to disseminate time-sensitive information as quickly as possible and to increase the District's ability to broadcast its message to the widest possible audience. All District social media sites are maintained by the District and shall comply with this Policy.
- C. All District social media sites shall be approved by the Director of Communications or his/her designee.
- D. Only authorized employees are permitted to create and post content on the District's social media platforms.
- E. The District's Communication Department shall monitor content on District social media sites to ensure adherence to both the District's policy and Terms of Use.
- F. Terms of Use for social media shall be posted to the District's official website for users or made available by hyperlink.
- G. The District may, at its discretion, suspend, modify or delete its use of any social media platform.

- H. District social media sites are subject to the California Public Records Act (CPRA). Any content maintained on the District's social media that is related to District business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure.

SECTION 4. Procedures

A. Account Management

1. Once approval is received from the Director of Communications, newly authorized social media platforms shall be created and maintained with identifiable characteristics of an official District site. District created social media sites shall include:
 - a. A link to the District's official website when possible.
 - b. A statement that the material is maintained by the Orange County Mosquito and Vector Control District.
 - c. Contact information displayed when possible.
 - d. Accounts created using an official District email account only.
 - e. The name Orange County Mosquito and Vector Control District or OCMVCD and the official District logo.
2. Director of Communications shall designate an authorized user that is responsible for overseeing all social media activity and compliance with this policy.
3. Authorized users are responsible for regularly posting information, monitoring comments, removing prohibited content and saving content required under the Public Records Act.
4. District social media site account information shall be provided to the Information Technology Manager. The IT Manager shall maintain a list of accounts for all District social media websites and their passwords. Passwords shall be kept in a secure location.
5. The District reserves the right to terminate or cancel any District social media site any time without notice.

A. Content Management

1. The District's social media content shall only pertain to District activities and services in order to disseminate information on District related topics, including but not limited to, news or media articles, research papers, and pertinent content from other local government agencies.
2. District social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the District has no control. The District does not endorse any hyperlink or advertisement placed on District social media sites by social media platforms, vendors or partners.
3. As a public entity, the District abides by certain standards to serve all constituents in a civil and unbiased manner. As such, the District reserves the right to regulate user-generated content.

4. Content, including comments, pictures, video, links or other materials, containing the following are not permitted on District social media sites and are subject to removal and/or restriction:
 - a. Comments not related to matters of District business or that do not relate to the original topic, including random or unintelligible comments
 - b. Profane, obscene, or violent comments
 - c. Sexual or pornographic content and/or language
 - d. Content that promotes, fosters or perpetuates discrimination of protected classes
 - e. Defamatory or personal attacks
 - f. Violent or threatening content
 - g. Political campaign materials where a position for or against ballot issues, candidates, or organizations is expressed (this does not apply to education information or material provided by the District pertaining to District ballot measures)
 - h. Solicitation or advertisements including promotion or endorsement of businesses or products
 - i. Conduct or encouragement of illegal activity
 - j. Private or personal information posted without consent
 - k. Content generally acknowledged to be socially or morally unacceptable
5. These guidelines (a-k) makeup the District's social media Terms of Use and must be displayed to users and visitors or made available by hyperlink.
6. Content deemed inappropriate shall be promptly documented, saved, and removed immediately following Management's review.
7. Individuals (e.g., friends, fans or followers) who continue to post inappropriate content will be removed and/or banned if possible.
8. The District reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law.

B. Records Management

1. The District Clerk is responsible for responding to any public records request related to social media content.
2. Content posted on District social media sites relating to District business shall be maintained in an accessible format and in compliance with the CPRA and in a manner that is producible in response to a public request for records. Social media content shall be maintained in accordance with District's respective retention schedule.

C. Security

1. In an event that the District social media platform is compromised, the Information Technology (IT) department will be notified. The I.T. department will promptly conduct an investigation to identify and isolate the issue to prevent the further spread of the issue.
2. Social media passwords will only be provided to authorized users and should not be shared. The Director of Communications shall, in cooperation with the I.T. Department, change passwords in compliance with the District's policy on password retention.

D. Employee Social Media Use

1. Professional Use

- a. Authorized employees are the only users permitted to manage, post and moderate District approved social media sites.
- b. The Communication Department will monitor all District-approved sites to ensure the District is compliant with all District policies, practices, user agreements, and guidelines.
- c. Authorized users shall not disclose confidential or proprietary information acquired by way of official position with the District, including information or photos that violate the Health Insurance Portability and Accountability Act (HIPAA). This restriction applies whether the information is disclosed on professional or personal social media accounts, or by any other method.
- d. Employees shall not use personal social media accounts for work purposes.
- e. Any employee authorized to post items on any of the District's social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the District's social media sites by an authorized user shall only reflect views of the District. This policy does not prohibit District employees from exercising any rights of free speech or expression using their own social media accounts when not representing official District positions.

2. Personal Social Media

- a. Nothing in this Policy is meant to prevent an employee from exercising his or her right to utilize social media, make a complaint of discrimination or other workplace misconduct, engage in lawful collective bargaining activity, or to express an opinion on a matter of public concern.
- b. Employees may access personal social media accounts at work as outlined in the Computer and Internet Use Policy and Procedures Section 3(F).
- c. Employees shall not use a District email address when using social media in personal capacities.
- d. Employees are not authorized to use the District logo when posting comments, images or videos on their personal social media accounts.
- e. Use of the Orange County Mosquito and Vector Control District name, logo and employee status on personal social media to imply or indirectly imply that your personal opinions or posts are an official position or opinion of the District are prohibited.
- f. Should an employee identify himself/herself as an Orange County Mosquito and Vector Control District employee when conducting personal social media activities, employee should consider stating in their profile that one's comments are not representative nor necessarily the opinion of the District.
- g. Employment with the District is public record. Employees should be mindful that whenever District business is discussed online, whether in a personal or professional capacity, personal comments can be tied to their employment with the District and are subject to the CPRA.

SECTION 5. Enforcement

- A. Violations of this Policy shall be reviewed on a case-by-case basis and may result in appropriate disciplinary actions.

- B. Violation of the Code of Conduct policy while using social media, will be reviewed on a case-by-case basis and may result in disciplinary action, up to termination.
- C. Violations of this policy or terms of use by any individual, group or organization may result in removal of comments, and/or removal of that individual or group from the District's social media sites.
- D. Employees online activities whether personal or professional that adversely affect job performance, job performance of other District personnel, or conflict with the District's code of conduct policy, may be subject to disciplinary action up to and including termination.