



BOARD MEETING AGENDA SUBMITTAL

TO: GCSB Board of Directors

FROM: Peter Kampa, General Manager

DATE: April 11, 2023

SUBJECT: Agenda Item 7C: Adoption of a Resolution Approving a Social Media Policy

RECOMMENDED ACTION:

I move to Adopt Resolution 15-2023 Approving the District Social Media Policy.

BACKGROUND:

The District adopted a Public Relations line item in the budget in July 2019 for the purpose of creating and managing the District's social media platforms. The District has a Facebook, Instagram and Nextdoor account, these accounts have been operating efficiently by delivering important information and updates related to District business.

The District does not have an official policy in place to govern our social media presence, and staff is recommending that the Board adopt the attached policy, as presented or amended at this meeting, to ensure proper social media practices are in place. The draft policy was developed from examples loaded into the CSDA media library, and adapted for our purposes.

ATTACHMENTS:

1. Resolution 15-2023
2. Draft Social Media Policy

RESOLUTION 15-2023

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE GROVELAND COMMUNITY SERVICES DISTRICT ADOPTING A SOCIAL MEDIA POLICY

WHEREAS, the Groveland Community Services District (herein referred to as District) is a local government agency formed and operating in accordance with Section §61000 et seq. of the California Government Code; and

WHEREAS, Section §61040 of the California Government Code requires that the board of directors shall establish policies for the operation of the district. The board of directors shall provide for the implementation of those policies which is the responsibility of the district's general manager; and

WHEREAS, the District does not have a policy in place for Social Media; and

WHEREAS, a draft Social Media Policy has been prepared and is included herein.

NOW THEREFORE BE IT RESOLVED THAT THE BOARD OF DIRECTORS OF THE GROVELAND COMMUNITY SERVICES DISTRICT DOES hereby adopt resolution 15-2023 approving a Social Media Policy attached hereto as Exhibit A.

WHEREFORE, this Resolution is passed and adopted by the Board of Directors of the Groveland Community Services District on April 11, 2023 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Nancy Mora, Board President

Rachel Pearlman, Board Secretary

CERTIFICATE OF SECRETARY

I, Rachel Pearlman, the duly appointed and acting Secretary of the Board of Directors of the Groveland Community Services District, do hereby declare that the foregoing Resolution was duly passed and adopted at a Regular Meeting of the Board of Directors of the Groveland Community Services District, duly called and held on April 11, 2023.

DATED: _____

POLICY

POLICY TITLE: SOCIAL MEDIA

POLICY NUMBER:

ADOPTED: APRIL 11, 2023

PURPOSE:

The purpose of this Policy is to establish the goals of the District for social media use, provide criteria for choosing social media outlets, identify employees who will represent the District through these outlets, and the type of information that will be conveyed via social media.

The District's presence on social media is not intended to be the primary source of communication with the public and is intended to serve as an extension of the District's communications and outreach efforts, jointly overseen by the General Manager and Administrative Services Manager or their designees. Social media includes any internet-based networking site, including, but not limited to, blogs, Facebook, Twitter, YouTube, LinkedIn, Instagram, and NextDoor.

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

1. To disseminate time-sensitive information as quickly as possible, such as in the event of an emergency;
2. To increase awareness and understanding of the services provided by the District by increasing the ability to broadcast its message to the widest possible audience.

Social media is, by nature, interactive. It is inherently less controllable than traditional media and should be undertaken with full awareness that not all comments and conversations will show the District in a positive light. In addition, by creating a presence on social media, the District is potentially creating a community of users who can talk to each other about the District. However, it is an important opportunity to engage the community in a dynamic conversation, quickly convey information, and to address any comments about District programs and services through conversations that are taking place on social media. It affords two-way communication opportunities that are difficult to create through more traditional communication mediums.

POLICY:

1. All District social media sites shall be (1) approved for content by the General Manager or their designee; and (2) approved for safe and responsible use by the Information-Instrumentation Systems Manager.
2. District Administration, Operations and Maintenance departments will work together to use social media proficiently, effectively, and safely to communicate District messages and have meaningful dialogue with the public on relevant topics.
3. Any users of GCSO's social media channels must comply with applicable federal, state, and local laws, and the District's Computer Use Policy. This includes adherence to established laws and policies regarding copyright, records retention, California Public Records Act, e-discovery laws, First Amendment, privacy laws, and information security policies established by the District, and therefore must be able to be managed, stored, and retrieved to comply with these laws.
4. The District reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

5. Each District social media site shall include an introductory statement which clearly states the purpose of the site as an informational outlet. All social media sites shall include an entry that clearly indicates that content posted or submitted for posting are subject to public disclosure.
6. All District social media sites shall clearly indicate that they are maintained by the District and shall have the District contact information prominently displayed.
7. The General Manager shall name a designee to monitor content on social media to ensure adherence to this policy, appropriate messaging, consistent branding, and consistency with the Districts goals.
8. Social media pages will be monitored regularly but not continuously.
9. The District will attempt to reply to comments where appropriate, necessary and possible considering staff time constraints.
10. Comments that are offensive, contain profanity, are from vendors, or spam, will be removed immediately.
11. Any employee who discovers negative comments about the District on the District's, or other, social media sites should notify the General Manager or their designee immediately in order to correct misinformation.

POSTING GUIDELINES:

One of the main goals of social media is to create a *voice* for the District. As such, it is important that content be posted in a similar context or tone across District social media outlets. The General Manager or their designee will work with authorized users to identify the tone and review posts to ensure they align with the *voice* the District is working to convey.

Authorized users are to follow these guidelines when interacting on District social media sites:

- Double check the facts before posting to a site;
- Maintain professionalism, honesty, and respect;
- The tone of social media content is often informal, however staff is encouraged to adhere to the District's more formal writing style whenever possible;
- Some questions cannot and should not be answered on social media. It may be more appropriate to ask the poster (person) to contact the District directly.

TRANSPARENCY

GCSD is committed to using social media to enhance transparency and open communications with customers and the general public. In doing such, the General Manager or their designee will not remove any comments from the public that are negative or disparaging to the District unless the post:

- Contains profane, obscene, or pornographic content and/or language;
- Promotes, fosters, or perpetuates discrimination;
- Makes threats to any person or organization, is defamatory, or is a personal attack;
- Is irrelevant to the topic being discussed.

SOCIAL MEDIA SITES (as of 2023)

Facebook
Instagram
NextDoor