

RICHARDSON BAY REGIONAL AGENCY

STAFF REPORT

For the meeting of May 12, 2022

To: Board of Directors
From: Steve McGrath, Interim Executive Director
Subject: Social Media Policy

STAFF RECOMMENDATION:

Staff recommends that this Board receive the staff report, and, after discussion and public comment, adopt Resolution 08-22, approving the Social Media Policy, as may be amended.

SUMMARY:

The Richardson Bay Regional Agency (RBRA) has an implicit obligation to communicate effectively with the taxpayers that support the Agency. Currently, the major form of communication employed is the RBRA website: www.rbra.ca.gov.

Various forms of communication media have various time frames of immediacy associated with them, for example:

Written documents, periodicals, newsletters are static and not immediately useful for timely communication but are excellent for the development of source materials;

Websites are comparatively easily updated, and are more adaptable than written forms of communication (hard copy documents);

Social media is the most immediate communication format and possibly the most widely used currently. This group breaks down further into sites such as Facebook being the (slightly) more measured social media and platforms such as Twitter which are very immediate.

To properly communicate with the public, RBRA should employ every means at its disposal, including social media. However, the media must be managed and there should be guardrails around the use of such platforms to promote responsible discourse and communication, and avoid personal attacks, promulgation of discrimination against protected classes, and hate speech.

Staff recommends this Board review the attached draft 'Social Media Policy', which has been reviewed by RBRA counsel, as a means to responsibly allow the use of social media platforms by the RBRA, and after discussion and public comment, adopt Resolution 08-22 approving the Policy. Staff will then, working with our public affairs consultant

Lighthouse Public Affairs, develop the means and methods for communicating with the public via social media.

FISCAL IMPACT:

None at this time.

Attachments:

1. Draft Social Media Policy
2. Resolution 08-22, adopting the Social Media Policy