

SOCIAL MEDIA POLICY

A. Purpose

This Social Media Policy ("Policy") sets forth guidelines for the appropriate and permissible creation, maintenance and use of all Richardson Bay Regional Agency (RBRA) social media platforms, accounts and content. The term "social media" refers to activities that integrate technology, social interaction and content creation. Social media enables users to create online communities to share information, ideas, messages, and other content by various means, including, but not limited to, Really Simple Syndication (RSS) and other web feeds, blogs, wikis, podcasts, and photo- and video-sharing. This Policy is designed to protect the RBRA and its Directors and staff and is in no way intended to restrict the flow of useful and appropriate communications or to abridge Directors' and staff's exercise of rights to the extent such speech is protected under the First Amendment of the United States Constitution, the National Labor Relations Act or any other applicable statutes.

B. Compliance with Applicable Policies and Laws

The RBRA's social media platforms, accounts and content shall comply with all appropriate RBRA policies and procedures. The RBRA's social media platforms, accounts and content shall also comply with RBRA conflict-of-interest rules, applicable ethics rules and policies, the Public Records Act, the RBRA's Records Management and Retention Policy, and other provisions of law.

C. Policy Statement

The RBRA permits and encourages the creation and use of social media platforms, accounts and content to facilitate the productive use of the Internet for business purposes and to disseminate information about the RBRA. To effectuate this objective, this Policy requires all Directors, staff, and hired representatives who create and/or use the RBRA's social media platforms, accounts and content to follow the guidelines set forth herein.

D. Administration and Conditions

1. Administration of Social Media for RBRA Business
 - a. The Executive Director or his/her designee(s) is solely authorized to create social media platforms for RBRA business purposes.
 - b. The Executive Director or his/her designee(s) is responsible for ensuring compliance with this Policy, as well as applicable federal, state, and local laws. The RBRA may restrict or remove any content that is deemed to be in violation of this Policy or any applicable law, or contrary to the RBRA's goals and/or interests, or unrelated to the subject of the original posting.
 - c. Content on RBRA social media sites is likely subject to the California Public Records Act. Any content maintained in a social media format that is related to RBRA business, including a list of subscribers and posted communication, may be a public record. Wherever possible, such sites shall indicate that any content posted or submitted for posting, including comments, may be subject to public disclosure upon request. The RBRA shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a RBRA server in a format that preserves the integrity of the original record and is easily accessible.
2. Conditions of Use of RBRA-Maintained Social Media
 - a. The Executive Director and his/her designees are solely authorized to speak on behalf of the RBRA.

- b. The same standards, principles, and guidelines that apply to RBRA staff in performance of their assigned duties also apply to staff's social media use. Staff may not engage in the use of Social Media platforms to publish, post, report on or discuss information or data about RBRA programs or activities that are considered sensitive, confidential, or not in final form.
- c. For those sites that allow for public comment, the Executive Director reserves the right to enable or disable the comment function.
- d. Content posted by members of the public on any social media website maintained by the RBRA is the opinion of the poster only, and does not necessarily reflect the positions, policies, or opinions of the RBRA.
- e. All content is to be fully accessible to any person requesting documents from the social media site.
- f. All social media platforms, accounts and content created by the RBRA must make known that they are maintained by the RBRA and that they abide by the terms of this Policy to the extent possible.

3. Access and Links to RBRA-Maintained Social Media

- a. All social media accounts and websites, to the extent possible, should contain a hyperlink to the RBRA's Official website.
- b. This Policy should be made accessible to users visiting the RBRA's social media platforms, either directly or through a hyperlink to the RBRA's official website, to the extent possible.
- c. The RBRA reserves the right to deny access to RBRA social media platforms to any individual who violates this Policy or any applicable law at any time and without prior notice.

4. RBRA Staff Use of Social Media

- a. Any creation, use, or monitoring of social media by staff of the RBRA relating to RBRA business or employment at the RBRA is subject to all federal, state, local laws and RBRA administrative policies and procedures, including without limitation, this Policy in its entirety.
- b. Staff may use RBRA information resources only for business purposes. Therefore, unless authorized to do so by the Executive Director, staff may not use/access personal social media during work time or on RBRA provided equipment.
- c. Directors, staff, and other users are not authorized to use the RBRA's trademarks or service marks (logos) in their postings to non-RBRA owned or controlled social media platforms or accounts.
- d. The RBRA disclaims any and all liabilities for losses or costs incurred as a result of content posted on or via social media platforms or accounts maintained by the RBRA, or as a result of conduct deemed to be in violation of this Policy, or any applicable laws. The RBRA does not necessarily endorse, and is not responsible for, any content that has been submitted by any other party. The RBRA shall inform all visitors and users of its social media sites of this disclaimer by posting the same to the RBRA's social media sites, when feasible.

Prohibited Content. For RBRA social media sites, certain types of content are prohibited and may be removed by the Executive Director or his/her designee(s), including, but not limited to those listed below. Additionally, for any site that allows comments, the page shall also include a Comment Policy Box, with the following disclaimer:

“Comments posted to this page will be monitored and inappropriate content will be removed. Under the RBRA’s Social Media Policy, the RBRA will remove any prohibited content, including, but not limited to:

- i. Content and/or language a reasonable person would find offensive, including but not limited to profane, obscene, pornographic content and/or language, or not consistent with community standards;
- ii. Content that promotes, fosters or perpetuates discrimination on the basis of any class protected under local, state or federal law;
- iii. Comments that are not topically related to the RBRA or the particular posting being commented upon;
- iv. Defamatory or libelous content;
- v. Sexual content or links to sexual content;
- vi. Threatening, violent, hateful, or malicious statements concerning any person or organization; (6)
- vii. Content that is false, factually inaccurate, or materially misleading;
- viii. Solicitation of commerce, including but not limited to advertising of any business or product/service for sale;
- ix. Conduct in violation of any federal, state or local law;
- x. Encouragement of illegal activity;
- xi. Information that may tend to compromise the safety or security of the public or public systems;
- xii. Content that violates a social media platform’s policies or terms of use, as may be updated;
- xiii. Uploading or attaching files or links to files that contain viruses, corrupted files, or any other similar software or program that may damage the operation of the RBRA’s or another’s computer;
- xiv. Materials that falsify the origin or source of software or other material contained in a file that is uploaded;
- xv. Content that violates a legal ownership interest, such as a copyright or trademark, of any party; and/or
- xvi. Content that violates another person’s right to privacy.

The RBRA disclaims any and all responsibility and liability for any materials that are prohibited under the RBRA’s Social Media Policy, which cannot be removed in an expeditious and otherwise timely manner. The RBRA does not necessarily endorse, and is not responsible for, any content that has been submitted by any other party.”

- e. Standard Guidelines. On any RBRA social media site, the following will be posted, when feasible:

“This is an official page of the Richardson Bay Regional Agency (RBRA). For more information about the RBRA, please visit <http://rbra.ca.gov> This site is intended to serve as a mechanism for communication between the public and the RBRA and as a forum to further the RBRA’s mission. Any comment submitted to this page and its list of followers may be considered a public record which is subject to disclosure pursuant to the California Public Records Act.”