

RESOLUTION NO. 2019-14
RESOLUTION OF THE BOARD OF DIRECTORS
OF THE PHELAN PIÑON HILLS COMMUNITY SERVICES DISTRICT
ADOPTING A SOCIAL MEDIA POLICY

WHEREAS the Phelan Piñon Hills Community Services District is a community services district organized and operating pursuant to California Government Code Section 61000 et seq.

WHEREAS, the Board of Directors desires to adopt a Social Media Policy; and

WHEREAS, the objective of the Policy is to establish guidelines on the use of social media sites; and

WHEREAS, a Social Media Policy has been presented to the Board of Directors of the Phelan Piñon Hills Community Services District in the form attached to this Resolution and marked "Policy No. 1100."

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of the Phelan Piñon Hills Community Services District does hereby adopt and approve the District's "Social Media Policy" set forth in District Policy No. 1100 attached hereto, which the policy is by this reference incorporated herein.

APPROVED, SIGNED, AND ADOPTED by the Board of Directors of the Phelan Piñon Hills Community Services District at a regular meeting held on the 7th day of August 2019, by the following vote:

AYES: Brandon, Hoffman, Johnson, Philips, Roberts

NOES:

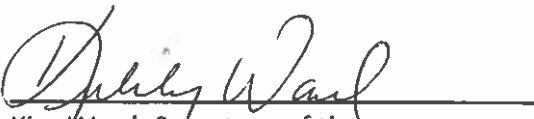
ABSTENTIONS:

ABSENT:



Alex Brandon, President of the Board of
Directors of the Phelan Piñon Hills
Community Services District

ATTEST

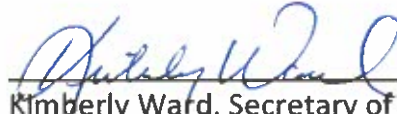


Kim Ward, Secretary of the
Phelan Piñon Hills Community Services
District and of the Board of Directors

(SEAL)

CERTIFICATION

I, Kimberly Ward, Secretary to the Board of Directors of the Phelan Piñon Hills Community Services District, hereby certify that the foregoing Resolution No. 2019-14 was duly and regularly adopted at a regular meeting of the Board of Directors of the Phelan Piñon Hills Community Services District on August 7, 2019.



Kimberly Ward, Secretary of the
Phelan Piñon Hills Community
Services District and to the Board of
Directors

POLICY NO. 1100

SECTION 1100. TABLE OF CONTENTS

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SECTION 1102. PURPOSE

1102.01 This policy is to establish guidelines on the use of social media sites by the Phelan Piñon Hills Community Services District ("District") as an additional means of conveying District information to its customers and visitors and maximizing the promotion of District programs and services.

1102.02 The District has an overriding interest and expectation in protecting the integrity of information posted on its social media pages and deciding what is "spoken" on behalf of the District. This policy applies wholly to the District and all District employees who use social media sites and/or technology on behalf of the District.

1102.03 All questions relating to this policy should be directed to the District's General Manager.

SECTION 1103. DEFINITIONS

1103.01 **Social Media Sites** - means content created by individuals, using accessible and interactive publishing technologies through and on the internet. Social media uses many technologies and platforms, including social networking, blogs, wikis, photo and video sharing, and more.

1103.02 **District Social Media Page** - means a page on a social media site which the District establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners.

1103.03 **Post or Comment** - means information, articles, pictures, videos, hyperlinks or any other form of content or communication posted on any social media page.

SECTION 1104. GENERAL POLICY

1104.01 The District's official website at www.pphcsd.org will remain the District's primary source and means of internet communication. To the extent possible, a link to the District's official website shall be included on any District social media page. Wherever possible, District social media pages should link back to the official District website for forms, documents, online services, and other information necessary to conduct business with the District. Information posted by the District on social media pages will supplement and not replace required notices and standard methods of communication.

1104.02 Not all forms of social media may be appropriate for use by the District and any social media page established on behalf of the District must be approved by the District's General Manager. Consideration shall be given to the overall nature, theme and suitability for use for District purposes.

1104.03 District social media pages should make clear that they are maintained by the District and state that they follow the District's social media policy. To the extent possible, this policy must be displayed to users or made available by hyperlink.

1104.04 All photos posted by the District on its social media pages shall be for use in marketing and promotion of District programs and services. Under no circumstances will the District use photos of individuals who expressly ask that their photos not be made public.

1104.05 District social media pages are subject to the California Public Records Act. Any content maintained in a social media format that is related to District business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. All such content must be retained with the Public Records Act and the District's document retention policy.

1104.06 Employees representing the District that post content on behalf of the District on its social media pages must at all times conduct themselves as a representative of the District and in accordance with all District policies. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

1104.07 This policy may be revised at any time upon approval by the District's Board of Directors. Every attempt will be made to provide prior notice of any changes. However, when deemed necessary in order to fully protect the District's interests, the interests of the public, and to more fully protect the safety of the public, including employees governed by this policy, then this policy may be changed without notice.

SECTION 1105. SITE MANAGEMENT AND CONTENT

1105.01 Social media sites currently utilized by the District include Facebook and Instagram. The General Manager may authorize usage of additional social media platforms. All approved social media sites must provide a mechanism for the employee to remove posts or prevent the posting of content that violates this policy.

1105.02 The District's staff shall administer and monitor the District's social media pages and shall maintain all login and password information.

1105.03 The District's social media pages are to be used for informational purposes only and all content must pertain to the District and/or District business, programs, services or events. The District shall have full permission and rights to any content posted by or on behalf of the District, including all photographs and videos.

1105.04 District social media pages shall be managed consistent with the Brown Act, the Political Reform Act, and the California Election Code. Members of the District's Board

of Directors shall not post or respond to any posts, comments or publications on any District social media page, or use any District social media page to blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the Board of Directors, or for any political purpose.

1105.06 District staff will be responsible for posting content on the District's social media pages on behalf of the District, monitoring content, responding to comments where appropriate, and ensuring adherence to this policy. Staff must review the District's social media pages on a daily basis to ensure compliance with this policy. In addition, staff must immediately alert the District's General Manager to any potential content posted on the District's social media pages that violates this policy.

1105.07 Content posted by staff on the District's social media pages shall be done during normal business hours. After-hours and weekend postings of content shall only be made with approval from the District's General Manager.

1105.08 Any employee authorized to post content on the District's social media pages shall not express their own personal views or concerns. Rather, posting of content by any authorized employee shall only reflect the views of the District.

1105.09 Any employee authorized to post on the District's social media pages shall review, be familiar with, and comply with this policy and the social media site's use policies and terms and conditions.

1105.10 The District reserves the right to have any content restricted or removed if deemed to be in violation of this policy or any applicable federal, state, or local law. Any such removed content must be retained consistent with the Public Records Act, where applicable, and/or the District's document retention policy, including the date, time, and identity of the poster, when available.

SECTION 1106. COMMENT AND RESPONSE POLICY

1106.01 Many social media sites permit and invite posts and comments by site users. By permitting use of this feature, the District does not intend to create a general public forum, and all comments and posts must comply with this policy. The District's Terms of Use, as set forth below, must be displayed on any District social media page or made available by hyperlink.

1106.02 **Terms of Use** - The District intends for its use of any social media to relate solely to matters of District business. A comment or post by a member of the public on any District social media page is the opinion of the commenter or poster only and does not imply endorsement of, agreement with, or reflect the opinions or policies of the District.

1106.02.1 The following posts or comments are inappropriate and are subject to removal or restriction by the District:

1106.02.1.1 Profane, obscene, violent, or pornographic content and/or language;

1106.02.1.2 Content that promotes, fosters, or perpetuates discrimination or harassment on the basis of race, creed, color, age, religion, gender, national origin, sexual orientation or any other category protected by local, state or federal law;

1106.02.1.3 Defamatory, derogatory, or personal attacks on any District employee or official;

1106.02.1.4 Threats to any person or organization or encouragement of illegal activity;

1106.02.1.5 Information that tends to compromise the safety or security of District employees, the public, public systems or the District's technology resources;

1106.02.1.6 Content that violates any legal ownership interest, such as a copyright or trademark;

1106.02.1.7 Content containing personal information such as home addresses, phone numbers, social security numbers, dates of birth or driver's license numbers;

1106.02.1.8 Solicitation of commerce, including any advertising or business services or products for sale;

1107.02.1.9 Content that violates any federal, state, or local laws;

1106.02.1.10 Comments in support of, opposition to, any political campaigns or ballot measures;

1106.02.1.11 Comments not related to District posts, business, information, announcements, events, or comments not related to the original topic, including random or unintelligible posts;

1106.02.1.12 Comments or posts on topics or issues not within the jurisdictional purview of the District.

1106.02.2 The above list is not necessarily exhaustive and the District reserves the right to remove or restrict any post or comment that violates the purpose or spirit of this policy.

1106.03 Any employee authorized to post on the District's social media pages shall use their best judgment in deciding whether or not to respond to a post or comment, and shall avoid engaging any user in an argumentative or offensive manner. Any response by an authorized employee made on behalf of the District shall comply with all terms of this policy. Content in any post or response made on behalf of the District shall not specifically refer to any District vendor, supplier, member, contractor, employee, or official without the approval of the District General Manager.