



Procedure 610

EFFECTIVE 15 JUN 15

SUPERSEDES NEW

LEAD DEPARTMENT OGM

TWITTER ACCOUNT MANAGEMENT

PURPOSE – EBMUD’s Twitter account is a tool for communicating official District public information. Twitter is a social media platform which allows users to post messages up to 140 characters in length that are visible to any person with online access. The messages are automatically visible by Twitter account holders who follow EBMUD’s Twitter account. EBMUD’s Twitter account serves three primary purposes:

- Get emergency information out quickly.
- Promote EBMUD events and services.
- Refer followers to the District’s official website (www.ebmud.com).

IDENTIFICATION – EBMUD shall have one official Twitter account which will be maintained and administered by Public Affairs. Unless Twitter constraints prohibit it, EBMUD’s Twitter bio will read: “Official Twitter account of EBMUD. See www.ebmud.com for more information.” EBMUD’s Twitter account background shall feature EBMUD’s official logo.

LINKAGE – Information appearing on www.ebmud.com and information posted by EBMUD’s Twitter account managers on EBMUD’s Twitter account will be consistent. EBMUD will provide more information about its Twitter account at www.ebmud.com, including notification that posts and the identity of followers are subject to public disclosure under the California Public Records Act and that use of EBMUD’s Twitter account must be consistent with the District’s policies and procedures.

Public Affairs Responsibilities

Public Affairs is responsible for designating Twitter account managers and completing the following tasks:

- Ensuring information posted by EBMUD is accurate, conforms to EBMUD’s policies and procedures and is consistent with information presented on www.ebmud.com and other EBMUD communication resources.
 - Responding to individuals who communicate with EBMUD via Twitter @reply or direct message functions.
 - Communicating with followers in a timely, courteous and consistent manner.
 - Developing guidelines assigning responsibility for managing the Twitter account and ensuring that EBMUD’s Twitter account is regularly archived and that EBMUD retains a quarterly record of followers and @reply messages for public document retention purposes.
 - Providing responsive and existing public records of EBMUD’s Twitter account to the Office of the District Secretary in response to Public Records Act requests.
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References

Policy 2.20 Workforce Communications
Policy 2.25 Equal Employment Opportunity (EEO)
Policy 4.20 Use of District Technology Resources
Policy 6.04 Ethics Policy of the EBMUD Board of Directors
Policy 6.05 Use of Social Media
Procedure 223 Discipline
Procedure 312 Document Control: Maps, Drawings and Related Data
Procedure 453 Technology Use and Privacy Procedure
Procedure 600 Communication with the Public
Procedure 606 News Media Standard Practice
Procedure 608 Public Access to District Records
Procedure 609 Revisions to Records Retention Schedule
Procedure 720 Security: Facilities Photo/Video Images
