



Policy 6.05

EFFECTIVE 26 MAY 15

SUPERSEDES NEW

Use of Social Media

IT IS THE POLICY OF THE EAST BAY MUNICIPAL UTILITY DISTRICT TO:

Use social media accounts as an official channel for District public communication in furtherance of the mission and goals of the District.

Purpose EBMUD shall use social media accounts as a means of: disseminating time-sensitive information as quickly as possible, especially in emergencies; increasing EBMUD's ability to communicate with members of the public; and communicating official District public information about employment opportunities and promoting EBMUD as an employer of choice.

Compliance with Laws and Regulations EBMUD social media account management practices shall comply with all applicable District policies and procedures and state and federal laws and administrative rules.

EBMUD social media accounts are subject to the California Public Records Act. EBMUD social media accounts shall clearly indicate that content posted or submitted for posting is subject to public disclosure, when possible. (Social media sites use proprietary commercial software and the software and user guidelines frequently change. Account holders have limited ability to control posting, deleting, copyrighting and archiving of their accounts' content; social media services also disclaim responsibility for storing information.)

Right to Restrict or Remove Content EBMUD social media accounts are a mechanism for responsive communication between EBMUD and members of the public, and EBMUD reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. When possible, EBMUD social media account managers reserve the right to remove content that includes or promotes:

- Links to spam or to commercial ventures or products;
- Content pertaining to candidate or ballot measure advocacy that may violate California Government Code Section 8314, which prohibits use of public resources for campaign activity;
- Profane language or content;
- Comments or content that promotes or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, veteran status, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public, public systems or EBMUD employees; or
- Content that violates a legal ownership interest of any other party.

These user guidelines must be displayed to users at www.ebmud.com and, when possible, be made available on EBMUD's social media accounts by hyperlink. EBMUD will archive content removed by the authorized account manager based on these prohibitions, including the time, date and identity of the poster. To the extent possible and as provided under the terms and conditions of use by third

party owned sites, EBMUD will make a good faith and reasonable effort to ensure that archive periods will be consistent with California Public Records Act requirements.

Account Management Responsibilities

Public Affairs is responsible for managing and delegating authority to manage the content of authorized EBMUD social media accounts, including the removal of any prohibited content. Only designated Public Affairs staff may publish statements or images to official EBMUD social media accounts in their capacity as an official District spokesperson or may authorize an employee to post information in that capacity.

Public Affairs is responsible for developing procedures that describe primary staff roles and responsibilities for each social media site and guidelines that describe social media account management duties and best practices for managing each social media account. Guidelines will specifically address reasonable practices for archiving each EBMUD social media account, given the constraints imposed by the accounts being managed on third-party owned sites, and for providing those documents in response to a public records request for those records in accordance with Procedure 608: Public Access to District Records. Guidelines also will address requirements for fact-checking information with the District subject matter experts.

Authority for Approving Social Media Sites for Official Accounts

Public Affairs will be responsible for adding or deleting social media sites and accounts based on perceived District benefits and resources. Prior to adding or deleting a social media site or account, Public Affairs will advise the Board of Directors of the planned changes.

Authority

Adopted by Resolution No. 34036-15, May 26, 2015

References

Policy 2.20	Workforce Communications
Policy 2.24	Health Insurance Portability and Accountability Act Privacy Rule
Policy 2.25	Equal Employment Opportunity
Policy 4.20	Use of District Technology Resources
Policy 6.04	Ethics Policy of the EBMUD Board of Directors
Procedure 223	Employee 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 Record Retention Schedule
Procedure 720	Security: Facilities Photo/Video Images