



# Procedure 610

## SOCIAL MEDIA ACCOUNT MANAGEMENT

EFFECTIVE 13 OCT 16

SUPERSEDES 15 JUN 15

LEAD DEPARTMENT OGM

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**PURPOSE** – To outline responsibilities and authority for administering, as well as providing content for, District social media accounts excluding LinkedIn which is covered in Procedure 611.

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### Definition

Social media platforms are online tools that can be used to communicate and disseminate official District public information. Social media platforms allow users to post messages, pictures and videos that become immediately visible to any person with online access. Any message posted to an EBMUD account is also immediately visible to social media account holders who follow EBMUD's social media accounts. EBMUD social media accounts serve four primary purposes:

- Promote understanding of EBMUD's mission and work.
- Promote EBMUD events and services.
- Distribute emergency information quickly.
- Refer followers to the District's official website ([www.ebmud.com](http://www.ebmud.com)).

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### Responsibility and Authority

Except as covered by Procedure 611 – LinkedIn Account Management, social media accounts will be maintained, administered and updated by the Public Affairs Department. The Public Affairs Department will periodically determine which social media platforms to utilize and establish one official District account for each. Public Affairs is also responsible for designating social media account managers and completing the following tasks:

- Ensure information posted by EBMUD is accurate, conforms to EBMUD's policies and procedures and is consistent with information presented on [www.ebmud.com](http://www.ebmud.com) and other EBMUD communication resources.
- Respond to individuals who communicate with EBMUD via social media platform posts or direct messages functions.
- Communicate with followers in a timely, courteous and consistent manner.
- Develop guidelines assigning responsibility for management and secure use of each social media account and ensuring that EBMUD's social media accounts are regularly archived and that EBMUD retains a quarterly record of followers and @ reply messages for public document retention purposes.
- Provide responsive and existing public records of EBMUD's social media accounts to the Office of the District Secretary in response to Public Records Act requests.

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### Content

EBMUD will provide information about its social media accounts at [www.ebmud.com](http://www.ebmud.com), including notifications that posts and the identity of followers are subject to public disclosure under the California Public Records Act and that use of EBMUD's social media accounts must be consistent with the District's policies and procedures. Unless social media platform constraints prohibit it, EBMUD's account bio will read: "Official [named platform, e.g. Twitter] account of EBMUD. See [www.ebmud.com](http://www.ebmud.com) for more information." EBMUD's social media account background shall feature EBMUD's official logo.

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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 Public Outreach and Community Relations  
Procedure 606 News Media Standard Practice  
Procedure 608 Public Access to District Records  
Procedure 609 Revisions to Records Retention Schedule  
Procedure 611 LinkedIn Account Management  
Procedure 720 Security: Facilities Photo/Video Images

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