



<b>Policy No.:</b> P200-24-1	<b>Type of Policy:</b> General
<b>Policy Title:</b> Social Media	
<b>Policy Description:</b> Establish appropriate use of and consistent standards for District-maintained social media accounts	
<b>Approval Date:</b> 10/1/2024	<b>Last Review Date:</b> 2024
<b>Approval Resolution No.:</b> 40-24	<b>Next Review Date:</b> 2028
<b>Rescinded Resolution No.:</b> 8-20	<b>Rescinded Resolution Date:</b> 2/4/2020

The purpose of this policy of the Board of Directors of the Dublin San Ramon Services District is to establish appropriate use of and consistent standards for District-maintained social media accounts.

## 1. General

The Dublin San Ramon Services District (DSRSD) shall use social media as an extension of its communications and outreach efforts. DSRSD has a presence on social media to do the following: disseminate time-sensitive information as quickly as possible, especially in an emergency; increase DSRSD's ability to communicate information to and receive feedback and inquiries from members of the public; be open and transparent about the services DSRSD provides; educate customers regarding regulatory and legislative issues; promote DSRSD's achievements, activities, and significant events; and ensure accurate information is conveyed regarding controversial and sensitive incidents and issues.

## 2. Account Management

The General Manager, through the Public Affairs Division, is responsible for managing DSRSD's social media accounts and monitoring pages regularly to respond to questions and comments, as well as to moderate inappropriate third-party content. DSRSD may also share relevant content from other social media platforms that it believes may be of interest or useful to DSRSD's followers.

Employees representing DSRSD through social media outlets must maintain a high level of ethical conduct and professionalism. Information they present must follow generally accepted standards for grammar and spelling, with limited jargon, be easy to understand, and encourage engagement by members of the public.

## 3. Right to Restrict or Remove Content

DSRSD's social media platforms serve as *limited public forums*, and all content is subject to monitoring. DSRSD reserves the right to remove user-generated content that includes or promotes:

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- Off-subject or out-of-context material
- Obscene or profane language or content
- Sexual material or links to sexual material
- Personal identifying information, sensitive personal information, or confidential information
- Photographs or images of a featured minor without a verbal or written release from the minor’s parent or legal guardian
- Threats, harassment, or discrimination, particularly on the basis of race, creed, color, age, religion, gender, gender identification, marital status, veteran status, national origin, sexual orientation, and physical or mental disabilities
- Violent or illegal activities
- Information that reasonably could compromise the safety or security of individuals, the public, public systems, or DSRSD employees
- Political candidates or campaigns
- Content related to ballot measures which may violate Government Code Section 8314
- Links to spam, commercial ventures, products, or other advertisements
- Copyright violation or legal ownership interest of any other party that could subject the District to liability for publishing the information

4. **Public Records Law**

Information posted on DSRSD’s social media sites is subject to the California Public Records Act (Government Code Section 7920.000 *et seq.*) with respect to content maintained in a social media format related to DSRSD business, including communication posted by DSRSD and communication received from members of the public, and each such communication is a public record. The District Secretary is responsible for responding completely and accurately to any public records request for social media content.