



EMPLOYEE MANUAL	
Title: AGENCY WEBSITE AND SOCIAL MEDIA POLICY	
Policy No.: 32.0	Section Nos.: 32.0 – 32.4
Approval Date:	Effective Date: January 2018
Approved By: Board of Directors	

32.0 AGENCY WEBSITE AND SOCIAL MEDIA POLICY

The Agency uses its websites (primarily, but not limited to www.scvwa.org) and social media as components of the Agency’s public outreach activities and to assist in the conduct of and to promote Agency business. Social media programs include, but are not limited to, Facebook, Pinterest, Twitter, Instagram, blogs and other such programs that exist now or will be developed in the future. The Agency’s websites and social media programs and data used for the social media programs are property of the Agency.

The purpose of the Agency’s website and social media programs is effective communication that ensures the Agency is recognized as a credible, effective and reliable authority for water infrastructure, management and policy. The Agency’s use of websites and social media programs should be to:

1. Maintain and enhance credibility and public trust.
2. Inform the public of what services the Agency provides.
3. Promote the Agency’s programs and activities.
4. Promote community partnerships and community events.
5. Provide accurate information to the public regarding incidents and public service announcements.

Any and all information posted on behalf of the Agency must pertain to the Agency and its operations, programs and activities.

32.1 Authorized Users

Agency staff posting on Agency websites and social media networks on behalf of the Agency must be authorized in advance by Agency Management. Additionally, the content of proposed posts to Agency websites or social media must be approved prior to posting by an appropriate supervisor. Agency staff posting on behalf of the Agency must be identified as being part of the Agency. Agency staff posting on behalf of the Agency shall at all times conduct themselves in an appropriate and professional manner.

32.2 Content Guidelines

Content posted on Agency websites and social media networks is public record and subject to State of California Public Records laws. Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents and links. Content that is allowed to be posted is factual and informational material related to the five purposes listed above.



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Content that is not allowed to be posted includes:

1. Confidential information such as the personal information of employees, Directors, customers or information related to actual or potential legal claims, lawsuits or other legal issues.
2. Photographs or images of anyone who can be identified without first obtaining a signed release, except for publically obtained pictures/videos involving public social events.
3. Customer information without written permission.
4. Language, photos, images or other content that is sexually explicit, lewd or obscene, racist, political, religious or that expresses an opinion.
5. Profane language and content or content that may cast the Agency in a negative light.
6. Disparaging comments about the Agency, Directors or staff.
7. Any content that negatively impacts the reputation of the Agency.
8. Any content that actively engages any person posting in an argumentative or offensive manner.
9. Solicitations of charitable contributions or commerce.
10. Conduct or encouragement of illegal activity.
11. Information that may tend to compromise the safety or security of the public or Agency facilities or operations.
12. Content that violates legal ownership of another party.
13. Content that inappropriately promotes an outcome for an election or campaign (refer to the California Fair Political Practices Commission for additional guidance).

32.3 Employee Responsibilities

Employees should refrain for posting to *personal* social media sites during working hours. While the Agency does not regulate employee’s personal posts, this section sets forth suggested guidelines for appropriate online behavior when referring to the Agency. These guidelines inform employees about what is recommended should they choose to discuss Agency-related business through personal social media activities. Employees should remember that information posted on social media is not private and remains available on-line for a long time.

Outside the workplace, employees should understand that material published on personal social media networks should not be misattributed to the Agency. Specifically:

1. Employees should not attribute personal social media activity to the Agency.
2. Employees should not make social media postings that appear to be from the Agency.



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3. Employees should not use or reference Agency job titles in a non-official capacity (note that listing an Agency job title and basic work experience on a professional work platform such as Linked In is acceptable).
4. If employees post personal social media activity related to the Agency or its programs, the employee should state: "The posting on this site is my own and does not represent the position of the Agency."

Employees should note that personal social media postings are not private and may be used in administrative or legal proceedings to the extent permitted under California and Federal law.

32.4 Policy Violations

The General Manager and/or the Assistant General Manager will act as the first contact for suspected violations of this policy, and will use his/her discretion regarding the "need to know" of any other individuals. This will restrict the number of persons involved during the investigation process.

In the event an employee suspects another employee of violating the guidelines presented in this policy, the employee shall immediately report the incident to one of the following people:

1. The Employee's Supervisor
2. The Assistant General Manager
3. The General Manager of the Agency

Information furnished should be as factual, complete and as relevant as possible. In the event the individual wishes to remain anonymous, document your facts and submit it to the first contact.

A thorough investigation will ensue and may include other officials and outside sources as deemed necessary. Upon completion of the investigation, the General Manager will determine what action, if any, is to be taken and once a violation of this policy has been determined and documented, the employee may be subject to discipline, up to and including dismissal.