



# Metro Wastewater JPA Policy No. 2 Social Media Policy

## PURPOSE

This Social Media Policy (“Policy”) establishes guidelines for the establishment and use by the Metro Wastewater Joint Powers Authority (“JPA”) through its authorized employees and/or contractors of social media sites. The purpose of using Metro JPA social media sites is to disseminate information from the JPA, about the JPA, to members of the public.

The goal of the JPA’s use of social media sites is to serve as an online information source focused on JPA issues, projects, news, and events. The JPA’s social media activities will act as one-way communication, and will not serve as a public forum.

The JPA has an overriding interest and expectation in deciding what is “spoken” on behalf of the JPA on JPA social media sites. Therefore, all postings should be in accordance with the guidelines set below.

## DEFINITIONS

1. “Social media sites” means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, and Flickr.
2. “Board” means the appointed members of the Board of the Metro JPA.
3. “Employees” means authorized employees of the JPA member agencies, as the JPA has no employees of its own, and activities and services of the JPA are performed by the Board, authorized employees of the JPA member agencies and/or JPA contractors.
4. “JPA social media sites” means social media sites which the JPA establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owners, vendors, or partners. JPA social media sites shall supplement, and not replace, the JPA’s required notices and standard methods of communication.
5. “Posts” or “posting” means information, articles, pictures, videos, or any other form of communication posted on a JPA social media site.
6. “Comments” include information, articles, pictures, videos, or any other form of communicative content posted on a JPA social media site.

## POLICY

1. The JPA’s official website at <https://www.metrojpa.org> (or any other domain owned operated or maintained by the JPA) will remain the JPA’s primary means of internet communication.

2. JPA social media sites should make clear that they are maintained by the JPA and that they follow the JPA's Social Media Policy.
3. Each JPA social media site shall include an introductory statement which clearly specifies the purpose and topical scope of the social network site. Where possible, social media sites should link back to the official JPA website for forms, documents and other information.
4. The JPA shall use social media sites as regularly as possible and in conjunction with other established JPA communication tools.
5. JPA social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
6. JPA social media sites shall be managed consistent with the Brown Act, the Political Reform Act, and the California Elections Code. Board Members shall not respond to any published postings, or use any JPA sponsored social media site to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the JPA, or for any political purpose. Board members must keep their social media presence separate from the JPA and other Board members' sites. Posts from JPA social media sites not pertaining to the subject matter jurisdiction of the body may be shared on their personal social media sites but no comments from Board officials are permitted on JPA owned, maintained, or operated social media sites.
7. All JPA social media sites shall adhere to applicable local, state, and federal laws regulations and policies. This includes adherence to established laws and policies regarding copyright, records retention, First Amendment, privacy laws, nondiscrimination and harassment laws, acceptable use of JPA owned or controlled digital equipment, internet access, and information security policies established by the JPA.
8. JPA social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to JPA business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
9. Employees and/or contractors representing the JPA via JPA social media sites must conduct themselves at all times as a representative of the JPA and in accordance with all JPA policies.
10. All JPA social media sites shall utilize authorized JPA contact information for account set-up, monitoring, and access. The use of personal email accounts or phone numbers by any employee and/or contractors are not allowed for the purpose of setting-up, monitoring, or accessing a JPA social media site. Employees should use the official email and contact information of their employing member agency.

11. JPA social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the JPA has no control. The JPA does not endorse any hyperlink or advertisement placed on JPA social media sites by the social media site's owners, vendors, or partners.
12. If a social media site allows the administrator to limit the type of advertising that will appear on the JPA's page, this feature should be enabled.
13. The Board reserves the right to change, modify, or amend all or part of this policy at any time.
14. The JPA reserves the right to terminate any JPA social media site at any time without notice.

## **PROCEDURE**

1. The establishment and use of social media sites are subject to approval by the Board. Upon approval, JPA social media sites shall bear the name and/or official logo of the JPA. The Board has the authority to establish and/or terminate social media accounts and pages.
2. The Board Secretary shall maintain a list of all JPA social media sites, including login and password information, to allow for the immediate alteration or removal of content that is inappropriate or inconsistent with JPA policy.
3. A coordinator, as designated by the Board, will monitor content on JPA social media sites to ensure adherence to both the JPA's Social Media Policy and the interest and goals of the JPA.
4. JPA social media sites shall be established using only an authorized e-mail address of a JPA member agency.
5. Employees and/or contractors representing the JPA on social media sites shall conduct themselves at all times as a professional representative of the JPA and shall comply with all JPA policies.
6. Employees and/or contractors authorized to post to the JPA's social media sites shall not share personal information about himself or herself, or any other employee or contractor.
7. JPA social media sites shall clearly state that such sites are maintained by the JPA and that the sites comply with the JPA's Social Media Policy. Where possible, this Policy shall be displayed to users on each social media site or made available by hyperlink.
8. JPA social media passwords shall not be shared with anyone not authorized to moderate the site.

9. Any employee and/or contractor who violates this Policy shall be denied access to all JPA social media sites and may be subject to additional punitive action.

## **GENERAL CONDITIONS AND RESTRICTIONS**

1. All messages posted on social media website accounts on behalf of the JPA must:
  - Present the JPA in a positive light
  - Contain information that is freely available to the public and not confidential as defined by any JPA policy or local, state or federal law
  - Refrain from including personal information, with the exception of employees and/or contractors whose job duties include being a public contact
  - Comply with local, state and federal laws
2. When posting on behalf of the JPA to social media sites, employees and/or contractors shall only “endorse, like, follow or pin” (depending on the method of endorsement utilized by the social media application) the following: civic affiliated or other government related organizations, events sponsored/approved by the JPA and non-profit organizations that are partners with the JPA.
3. When posting on behalf of the JPA to social media sites, employees and/or contractors shall NOT “endorse, like, follow or pin”: any political groups or figures, political campaign pages, businesses or any pages unrelated to the business of the JPA.
4. JPA social networking content and comments containing any of the following forms of content shall be deleted or hidden:
  - Comments not topically related to JPA business
  - Profane language or content
  - Content that promotes, fosters or perpetuates discrimination on the basis of sex (including pregnancy, childbirth, breastfeeding or related medical conditions), race, religion (including religious dress and grooming practices), color, gender (including gender identity and gender expression), national origin (including language use restrictions and possession of a driver’s license issued under Vehicle Code section 12801.9), ancestry, physical or mental disability, medical condition, genetic information, marital status, registered domestic partner status, age, sexual orientation, military and veteran status or any other basis protected by federal, state or local law or ordinance or regulation.
  - Sexual content or links to sexual content, including nudity
  - Solicitations of commerce
  - Conduct or encouragement of illegal activity

- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party
- Potentially libelous comments
- Private or personal information published without consent
- Personal attacks, insults or threatening language (Users may use the site to express their dissatisfaction with a JPA program, event or customer service experience. This type of post is acceptable as long as it is not considered offensive material as previously provided)
- Commercial promotions or spam
- Hyperlinks to material that is not directly related to the discussion
- Repetitive posts copied and pasted by multiple users
- Information affiliated with or promoting political campaigns
- Images which may result in copyright infringement