

Chino Valley Fire District

Social Media Policy

1. Purpose

The Social Media Policy (“Policy”) of the Chino Valley Fire District (“District”) establishes guidelines for authorized District employees, elected officials, consultants, contractors and volunteers who interact with the public through any and all District social media sites as a means of conveying information to the public, and who, in their official capacities and job responsibilities, are authorized to speak on behalf of the District. All authorized persons described above shall review, be familiar with, and comply with the Policy.

The Policy applies to all active District social media platforms including, but not limited to, Facebook, Twitter, Instagram, and YouTube.

The District’s intended use of social media sites is to disseminate information to the public about the District’s mission, goals, meetings, and activities.

The District is committed to protecting the integrity of the information posted on its social media sites and the content that is attributed to the District and its officials, and does not, in any way, intend to create general public forums.

2. Definitions

For the purpose of this Policy, the following terms are defined as follows:

Social media sites means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through the Internet. Examples of social media sites include, but are not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn, NextDoor, Pinterest, and Snapchat.

District social media sites means social media pages, websites or feeds established and maintained by the District on behalf of the District used to provide content of community interest to the public. District social media sites shall supplement, not replace, the Districts required and traditional methods of communication.

Posts or **Postings** means information, messages, announcements, articles, pictures, videos, public service announcements or any other form of communication posted on a District social media site.

Users are members of the public who participate on District sites by posting, commenting, or liking a District post and/or otherwise participate on District social media sites

District authorized employee “employee” means authorized users who posts content on District social media sites and website on behalf of the District.

District Social Media Administrator “Administrator” means user who is a District authorized employee and is also assigned to monitor, establish, create and/or post content on behalf of the District on District social media sites and websites.

3. General Policy

The District’s official website (www.Chinovalleyfire.org) is the primary source of information for District-related information and news.

Information posted on District social media sites will supplement, and not replace, required notices and standard methods of communication. The District’s social media sites shall link back to the official website for forms, documents, online services, and other information necessary to conduct business with the District.

Information posted to District social media sites becomes public information and there should be no expectation of privacy in regards to the information posted on these sites.

The District shall have full permission or rights to any content posted by visitors to District social media sites, including photographs and videos.

The District’s Public Information Officer shall serve as the Administrator and monitor content on District social media sites to ensure adherence to the District’s Social Media Policy.

District social media sites shall be managed consistent with the Ralph M. Brown Act. District officials shall not use the District social media sites to engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue or subject matter that may violate the Ralph M. Brown Act.

The Fire Chief reserves the right to terminate any District social media site at any time without notice.

District social media sites are subject to the California Public Records Act. Any content maintained on a District social media site that is related to District business, including a list of subscribers, posted communication and communication submitted for posting, may be considered a public record subject to public disclosure, and subject to the District’s document retention schedule. All postings on District social media sites will be archived and maintained for two years.

Information in District records may be confidential, or subject to privileges or exemptions under the Public Records Act, or state or federal laws. Confidential information or information exempt from disclosure under the Public Records Act shall not be conveyed through social media platforms. Examples include, but are not limited to:

- Attorney-client privileged information;
- Records concerning pending litigation; and
- Personal identifying information on individuals and employees (e.g. home addresses, phone numbers, medical and confidential employment information).

District social media sites shall comply with all appropriate District policies and standards including, but not limited to Information Technology Use Policy, Electronic Communication Usage Policy, Records Retention Policy, and Public Records Request Policy.

The Administrator will consult the District's Fire Chief, designee and/or the District's Legal Counsel for direction on handling of potentially inappropriate or inconsistent content to ensure compliance with free speech rights protected by the First Amendment to the United States Constitution. The District's social media sites are not intended in any way to be a general public forum.

In general, the public can expect District postings and responses to posts to be made during normal weekday business hours. Posts regarding emergency information will occur only after information is confirmed via official sources which can extend the time it takes to complete the social media posting.

Whenever possible, the District's social media sites shall contain links directing users back to the District's official website for in-depth information, forms, documents, online services, and other information necessary to conduct business with the District.

No person shall establish a District social media site without the written approval of the Fire Chief. The Administrator or his/her designee shall comply with this policy.

Upon the Fire Chief's approval, District social media sites shall bear the name and/or official logo of the District and shall link to the District's website when possible.

Wherever applicable, social media sites shall be classified and registered with the service provider as "Official" and/or Government Entity sites.

The Administrator or designee shall monitor content of District social media sites to ensure adherence to the District's Social Media Policy and compliance to usage rules and regulations required by the service provider, including privacy policies.

The Administrator or Employee are authorized to generate content, moderate, or otherwise represent the District on District social media sites as part of their assigned job duties and shall conduct themselves at all times as a professional representative of the District and in accordance with District policies and may remove inappropriate comments as outlined in this policy.

Any comments or posts that have been removed based on the guidelines contained in this Policy must be retained, including the time, date, and identity of the poster, when available in accordance with the Fire District's Retention Policy.

District social media sites may contain content over which the District has no control, including but not limited to, advertisements or hyperlinks. The District does not endorse any hyperlink or advertisement placed on District social media sites by the social media site's owners, vendors, or partners.

Information posted to District social media sites must be factual, concise, grammatically correct, and without error.

Information must:

- Directly pertain to District-sponsored programs, services and events.
- Present the District in a positive light and a professional manner.
- Contain information that is freely available to the public and not be confidential as defined by any District policy or local, state or federal law;
- Comply with all local, state, and federal laws.
- Not contain any personal information.
- Not include content that is contrary or detrimental to the District's mission, vision, values, image, and interests.
- Not contain religious messages or advocate or promote religious beliefs.
- Not contain content in support of, or in opposition to, any political campaign, candidate, or ballot measure.
- Not contain profane language or content.
- Not contain sexual content or links to sexual content.
- Not contain content which to a reasonable person, promotes, fosters, or perpetuates discrimination on the basis of race, color, creed, sex, age, religion, national origin or ancestry, physical or mental disability, veteran status, parentage, marital status, medical condition, sexual identity, sexual orientation, as well as any other category protected by federal, state, or local laws.
- Not contain solicitations of commerce or advertisement of any business, product, or commercial activity.
- Not contain photos and videos that display undesirable expressions or poses.

4. External Comments and Posts on Social Media Sites

Posted content (including comments, photos, and links) must be related to the topic originally posted by the District.

The District reserves the right to remove any post or comment it deems violates the District's Social Media Policy. Following are examples of inappropriate forms of content and materials that are prohibited and that may be removed from the District's Social Media Sites:

- Content in support of, or in opposition to, any political campaign, candidate, or ballot measure.
- Profane, obscene, or pornographic language or content or links to such language or content.
- Solicitations of commerce, including but not limited to advertising of any business or product for sale.
- Content that conducts or encourages illegal activity.
- Information that is illegal to disseminate or that might compromise the safety or security of the public or public systems.
- Content that violates a legal ownership interest, such as a copyright, of another party.
- Defamatory statements.
- Threats of violence or injury to any person, property, or organization.
- Content that violates any federal, state or local law.
- Content that, to a reasonable person, promotes, fosters, or perpetuates discrimination on the basis of race, color, creed, sex, age, religion, national origin or ancestry, physical or mental disability, veteran status, parentage, marital status, medical condition, sexual identity, sexual orientation, as well as any other category protected by federal, state, or local laws.

Users have no right of privacy to any information submitted or posted on a District social media site.

The District is not responsible for, and disclaims any and all responsibility and liability for, any comments or materials posted by users of the District's social media websites including any copyright or trademark infringements.

The District reserves the right to implement or remove any functionality of its social media sites, to comply with the District's Social Media Policy. This includes, but is not limited to, removing comments, turning off comment function, removing information, articles, pictures, videos, or any other form of communication that is posted on a District social media site when it does not conform to the District's Social Media Policy.

The District disclaims any and all responsibility and liability for any materials that the District deems inappropriate for posting which cannot be removed in an expeditious and otherwise timely manner.