

SUWANNEE RIVER WATER MANAGEMENT DISTRICT

**MEMORANDUM**

TO: Governing Board  
FROM: Katelyn Potter, Chief, Office of Communications and Organizational Development  
DATE: January 26, 2021  
RE: Governing Board Directive Number 21-0002, Online Content Management

**RECOMMENDATION**

Approve Governing Board Directive 21-0002 updating the District's Online Content Management guidelines.

**BACKGROUND**

In Governing Board Directive (GBD)19-0004, the Governing Board set out policy applicable to the District's online content management for platforms such as websites, social media, email, and more.

Since the Governing Board adopted GBD19-0004, online content management practices have changed, resulting in a need for the District to update language allowing for evergreen guidelines that are general and less platform-specific. Additionally, the revised version improves brevity and better aligns with actual practices of the District, including emergency operations.

The proposed GBD21-0002 recognizes the changes listed above. A copy of proposed GBD21-0002, in "Clean" and "Redline" formats, is included. This directive will supersede GBD19-0004.

/kcp  
Attachments