

~~H.~~ **SPEECH:** Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.

#### 4.0 **Elements of Policy**

##### A. Account and Content Requirements

###### Page Requirements

- a. Pages/accounts must clearly indicate they are maintained by the District and prominently display District contact information.
- b. Where possible, the page(s) should link to the District's official website.
- c. Pages shall clearly indicate that posted comments will be monitored, and that the District reserves the right to remove unrelated spam, obscenities, and personal attacks.
- d. Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.

###### Post Requirements

- e. Social media content posted on behalf of the District may only be posted by an official District social media page administrator or those deemed a social media ambassador by management in the Communications Office, Deputy Executive Director, or Executive Director.
- f.—The content of posts should always be created considering the target audience and to avoid inappropriate language and/or conduct.
- g. Social media content shall adhere to applicable laws, regulations, and policies, including all Information Technology and Records Management policies. Posts (including comments and other responses) are subject to public records laws. Posts must be managed, stored, and retrieved to comply with open records laws and e-discovery laws and policies

##### B. Content Principles

Information posted to a ~~district~~District social media account should be primarily about the ~~district's~~District's work; its staff, leadership, governing board; focus on a core mission; celebrate staff accomplishments; explain district projects and scientific work; highlight its public lands, cost-share project successes, water conservation tips, news of upcoming meetings and events, and similar messages.

~~The district's social media staff will "like," "share" and "retweet" or "re-pin" from the district's account on appropriate messages that are related to the district's work. Staff should remember to limit interactions to those posts that mention the district in a positive light or are on topics for which the district has a similar stand to the entity that is posting information regarding the district or common topics.~~

~~This could include sharing a local government's posting about a community service project that mentions the district or its employees, etc.~~

~~Additionally, District messaging is intended to:~~

- ~~• Follow Associated Press style, as is the standard for other outreach materials.~~