

During emergencies such as hurricanes, all ~~normal~~standard daily postings ~~will~~may be suspended and replaced with postings to help the public and staff stay informed of the current emergency and steps they need to take. ~~Typically, this will be news releases, photos of staff assisting at local government emergency management facilities, deploying pumps to alleviate flooding, etc. The district will~~The Communications Office staff may also share posts from emergency management entities or local, state and federal entities for road closings, boil water notices and similar safety topics.

~~In preparation for a crisis communication event, District Communications Office staff should:~~

- ~~• Create a first response plan that is accessible for staff to find.~~
- ~~• Determine team roles with back-up roles.~~
- ~~• Create social media posts and website templates available to use.~~

~~During a crisis communication event, District Communications Office staff will:~~

- ~~• Unschedule/pause all regular, “business as usual” posts.~~
- ~~• Post exclusively to Facebook, Twitter and operate in accordance with the website, limiting activities on Instagram.~~
- ~~• Post updates and respond to inquiries in real-time.~~
- ~~• Proactively provide information.~~
- ~~• Develop posts/news messages with the following content:
 - ~~○ What happened — what the District knows thus far.~~
 - ~~○ Actions underway — what the District is doing to correct the issue.~~~~

~~Next steps — provisions of the District’s plan for corrective action, and the scope of the planContinuity of Operations Plan.~~

- ~~○ Call to action — actions citizens can take and where they can go to find more information.~~
- ~~○ If no update is available, say that the District is evaluating the situation.~~

F. Compromised or Hacked Accounts

In the event the District’s website or social media have been hacked/experienced compromised security, Communications Office staff will immediately, upon notice:

- Change all account passwords.
- Alert IT staff of the incident in writing.
- Notify Executive Director, Governing Board and staff.
- Issue a public statement.