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.
      g. The content of posts should always be created considering the target audience and to avoid inappropriate language and/or conduct. 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 social media account should be primarily about the 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.

      Comment Policy

      Staff should respond to questions in a timely fashion, when appropriate. Social media administrators should use honest, respectful and professional demeanor in communications, understanding that the account is the face of the District.

      Use accuracy in all responses to comments or messages and post only relevant information. Staff should refrain from offering personal opinions. Not all comments require a response.

      Asking and Answering Questions

      Answering appropriate questions will be done transparently in full public view, not just to the user who asked a question.

      Inaccurate, Inappropriate Posts

      The District reserves the right to hide or remove offensive posts and correct inaccurate information. Records from all District-run accounts must be made available in response to a public records request.