

## EBRPD Social Media Program Guidelines

### **PURPOSE**

To address the fast-changing landscapes of the internet and online communication, EBRPD (District) Divisions and Departments may consider using social media tools to reach a broader audience. The District encourages the use of social media to further the goals of the District and the missions of its Divisions and Departments, where appropriate. These guidelines are in compliance with, and an adjunct to, the District's Information Technology Appropriate Use Guidelines.

### **SCOPE**

These guidelines addresses official use of social media, also referred to as Web 2.0 technologies, which are those online media that have a strong participatory element, including but not limited to websites, blogs, wiki pages, user-generated video and audio sites, and online social networks. (Current examples are Facebook, Twitter, Wikipedia, YouTube, flickr, etc.)

The guidelines apply to District employees and contractors when acting on behalf of the District or any of its Divisions and Departments.

Personal access to and use of social media sites from District computers is governed by the District's Information Technology Appropriate Use Guidelines.

These guidelines were developed and reviewed by a cross-divisional social media use team led by Public Affairs.

### **GOALS**

The District will utilize social media in order to engage, build relationships with, and provide useful information to the District's users, partners and stakeholders. We will build awareness of the District's Mission through providing relevant, timely information and opportunities for interaction.

Our goals in using social media include:

- Increasing credibility with the public by posting relevant information and offering transparency.
- Building affinity; creating a media presence that positively influences perceptions of the District.
- Expanding visibility.
- Increasing engagement from the public as visitors, volunteers, and members.

## GUIDELINES

1. All District social media sites or accounts posted by Divisions or Departments will be subject to approval by the District's AGM for Public Affairs.

Employees must obtain their supervisor's approval before creating such a site or account.

2. Consider whether social media is appropriate/useful to your Division or Department.

The best, most appropriate District uses of social media tools fall generally into two categories:

- a. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
  - b. As marketing/promotional channels that increase the District's ability to broadcast its messages to the widest possible audience.
3. All District social networking sites shall adhere to applicable state, federal and local laws, regulations and policies including all applicable District policies or guidelines, including:
    - a. Information Technology Appropriate Use Guidelines (draft July 2010, Information Services);
    - b. The District style guide, 2007, including clear identification as an official EBRPD account, and use of appropriate logos and visual elements;
    - c. Workplace conduct policies as outlined in the Personnel Administrative Manual (Human Resources); and
    - d. The Public Safety Division policy prohibiting the posting of photos of public safety personnel in uniform on personal websites.
  4. The District's websites (ebparks.org, ebparksonline.org, etc.) will remain the District's primary and predominant internet presences.
    - a. Wherever possible, content posted to District social media sites will also be available on the District's official website(s).
    - b. Whenever possible, content posted to District social media sites should contain links directing users back to the District's official website(s) for further information and services.
  5. The Park District is subject to the California Public Records Act and associated laws and policies. All social networking sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

6. Division or Department staff will be responsible for the content and upkeep of any social media sites their Division or Department may create. Guidelines for staff will be provided and updated periodically by Public Affairs. Accounts inactive for 90 days or longer should be deleted.
  
7. Users and visitors to social media sites shall be notified the intended purpose of the site/account is to serve as a mechanism for communication between the District and members of the public. District social media site content and comments containing any of the following forms of content shall not be allowed:
  - a. Comments or hyperlinks not topically related to the particular article being commented upon or Park District business;
  - b. Profane or threatening language or content;
  - c. Sexual content or links to sexual content;
  - d. Solicitations or commerce;
  - e. Conduct or encouragement of illegal activity;
  - f. Information that may tend to compromise the safety or security of the public or public systems;
  - g. Content that violates a legal ownership interest of any other party.
  - h. Potentially libelous comments;
  - i. Private or personal information published without consent.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

8. The District reserves the right to restrict or remove any content that is deemed in violation of these social media guidelines or any applicable law.
  
9. Comments posted on behalf of the District in response to online articles, blogs, social media postings and the like, should generally be routed through Public Affairs.
  
10. Administration of District social media sites/accounts.
  - a. Public Affairs will maintain a list of social media tools which are approved for use for District business.
  - b. Public Affairs will maintain a registry of all District social media presences, including login and password information.
  - c. Public Affairs must be able to immediately add, edit or remove content from social media sites/accounts, including but not limited to access in crisis situations.

11. Do not engage in political discussions about candidates or measures. It is against the law for us to use District resources for political purposes.

## **BEST PRACTICES**

Be mindful. The content you create shapes public perception of the District as a whole.

Be strategic. Before you start, have a clear purpose. Provide information that is worthwhile and valuable to the audience.

Be welcoming. Lead your audience towards engagement with the District whether through visiting a park, attending an event, registering for a program, volunteering, or becoming a Regional Parks Foundation member.

Develop your site or account according to the conventions established by Public Affairs.

Actively maintain your program. Assign a site manager and an alternate.

Be transparent. Identify yourself and your role at the District. Write in the first person when appropriate. Make it clear when you are giving your perspective, rather than an official District position, on a topic.

Be a leader; set a positive tone; deal with negative comments professionally.

Don't engage if you can't commit to monitor and report back on program results.

Commit to continuous collaboration with other District social media programs.

Videos, podcasts and other interactive media should be approved by Public Affairs for content and style guide consistency before online distribution.

Make your content readily available to Public Affairs for distribution on the official District website and across other platforms.

Correct any mistakes in a timely fashion.

Use correct grammar, spelling and punctuation.

Approved: \_\_\_\_\_  
Pat O'Brien, General Manager EBRPD

Date: \_\_\_\_\_

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