



COMMUNICATIONS PERSONNEL POLICY/PROCEDURE

Policy No. 7721 **Date Issued:** May 17, 2023

Section: 7000 - Miscellaneous **Date Revised:**

SUBJECT: SOCIAL MEDIA USE

APPROVED: <signed copy on file>

Amethyst Uchida, General Manager

1.0 Purpose

The Authority may use social media as a method of effectively informing the public about its services, recruitments, and other relevant events. Social media may also be used to facilitate community engagement and to build or enhance the Authority's brand.

Nothing in this policy is intended to prohibit or infringe upon any communication, speech, or expression that is protected or privileged under law. This includes speech and expression under state or federal constitutions as well as labor or other applicable laws. For example, this policy does not limit an employee from speaking as a private citizen, including acting as an authorized member of a recognized bargaining unit or employee associations, about matters of public concern, such as misconduct or corruption. Employees are encouraged to consult with their supervisor regarding any questions arising from the application or potential application of this policy.

2.0 Authorized Users and Content

Only employees authorized by the General Manager may post to social media on behalf of the Authority. Employees who are not authorized to post content may request information be posted by speaking to members of the management team or the authorized social media users.

Only content that is appropriate for public release, that supports the Authority's mission, and conforms to Authority policies regarding the release of information may be posted.

Examples of appropriate content include:

- Announcements, such as Promotions or Employee Recognition
- Press Releases
- Recruitment of personnel
- Public education about use and misuse of 9-1-1
- Information about how to subscribe to the Authority’s notification system
- Requests that ask the community to engage in projects that are relevant to the Authority’s mission
- Safety information related to in-progress criminal activity, geographical warnings, or disaster information
 - The Authority may re-post social media from other sources, such as Member or User Agencies. Such re-posts shall be clearly attributed to the originating agency.

2.1. Guidelines for Posts

- Use proper grammar and standard style whenever possible
- Minimize use of jargon and acronyms that may not be widely understood by the public
- Take all steps possible to verify accuracy of information before publishing information
- Shall comply with the authority’s explicit written standards, policies, and practices
- Use links to direct users back to primary source (e.g., website, policy etc.) for in-depth information, forms, and related documents
- Whether it is citing a source with a link in a post, retweeting or giving a “shout out”, be sure to credit and thank the original creator
- Ask permission to publish or report on conversations
- Be the first to correct your own mistakes. Timely correction of errors or inaccurate information is essential
- Once something is posted, it should stay posted. Only spelling errors or grammar fixes can be made without making the change evident to users. If you choose to modify an earlier post, make it clear that you have done so – do not remove or delete the incorrect content; provide the correct information and apologize for the error
- Effective ways to handle negative comments include providing accurate information in the spirit of being helpful, respectfully disagreeing, and acknowledging that it is possible to hold different points of view
- To be accessible, images that are posted will have alternative text descriptions and videos will be closed-captioned.
- Title your photographs descriptively and usefully