

IMPERIAL IRRIGATION DISTRICT MANUAL OF OPERATIONS

Subject: Social Media

Date: October 24, 2017

Policy No.: 1230

Responsible Department: Executive

1. **PURPOSE**

IID understands its employees access social media sites to share events in their lives and to communicate with others. IID also understands it is important to communicate with its customers using multiple platforms, including social media sites. However, as district employees, the use of social media carries with it certain responsibilities. IID has established this policy and guidelines to maintain the integrity of IID's social media presence while ensuring its appropriate use.

2. **SCOPE**

This policy establishes rules for authorized IID employees who interact with the public through IID's social media sites. It also establishes standards to which employees must adhere to, as public employees, when accessing or using social media while at work, with district equipment and whenever an employee makes reference to IID on one of its social media sites.

3. **POLICY AND PROCEDURE**

A. **IID Posted Information:**

All posts on IID's social media sites (Facebook, Twitter, YouTube, Instagram, or other similar media) will be overseen by authorized IID employees in the Governmental Affairs and Communications Section. Posts on IID's social media sites will supplement, and not replace, required notices and standard methods of communication. IID's official website, www.iid.com, is the primary source of information for district-related information and news. Whenever possible, content posted on IID's social media sites will also be available on IID's official website. Information, comments, documents, photographs and videos posted by authorized district employees must:

1. Directly pertain to IID-sponsored programs, services and/or events;
2. Present IID in a positive light and in a professional manner;
3. Contain information that is freely available to the public and not information deemed confidential pursuant to any IID policy, local, state or federal laws;
4. Comply with all local, state or federal laws;

5. Not contain the personal information of any IID customer or IID employee;
6. Not include content that an IID employee should reasonably know is detrimental to IID's mission;
7. Not contain religious quotations or messages, or advocate or promote any religious beliefs;
8. Not contain content in support of, or in opposition to, any political campaign or candidate;
9. Not contain profane, abusive, threatening, defamatory or harassing language or content;
10. Not contain sexual content or links to any sites with sexual content;
11. Not contain any content that violates any person or entity's intellectual property rights, such as a copyright, trademark or patent;
12. Not contain content that promotes, fosters or perpetrates discrimination on the basis of race, color, creed, sex, pregnancy, gender, age, religion, national origin or ancestry, disability status, citizenship status, veteran status, parentage, marital status, status with regard to public assistance, medical condition, sexual identity, sexual orientation, political affiliation, as well as any other category protected by local, state or federal laws; and
13. Not contain solicitations of commerce or advertisement of any business, product or commercial activity.

B. External Posts and Comments:

The primary purpose of IID's social media sites is to convey IID's governmental messages to the public. As such, IID maintains the right to reject or modify any content posted by its employees or the public on its social media sites. This includes comments, information, links, documents, photographs and videos. Posted content must be related to the topic originally posted by IID. Posts or comments containing any of the following inappropriate forms of content are not permitted and may be removed from IID's social media sites:

1. Content that violates any local, state or federal laws, or which incites illegal activity;
2. Content that might compromise the safety or security of the public or public systems or resources;
3. Content in support of, or in opposition to, any political campaign or candidate;
4. Profane, abusive, threatening, defamatory or harassing language or content;
5. Content or links to any sites with sexual content;
6. Content that violates the intellectual property rights of any person or entity, such as a copyright, trademark or patent;

7. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, sex, pregnancy, gender, age, religion, national origin or ancestry, disability status, citizenship status, veteran status, parentage, marital status, status with regard to public assistance, medical condition, sexual identity, sexual orientation, political affiliation, as well as any other category protected by local, state or federal laws;
8. Solicitations of commerce, including but not limited to, advertising of any business, product or commercial activity; and
9. Content or links to any malicious website whose sole purpose is to compromise a users' computer or smart device.

IID disclaims all responsibility or liability for the posting of inappropriate materials by third parties.

C. Personal Use:

The nature of social media is that content on these sites is generally public. Therefore, employees do not have a reasonable expectation of privacy in their postings. IID recognizes that employees with full internet access at work may occasionally use that access for personal reasons. Limited personal use, as determined by IID management and District Electronic Information Resources Policy No. 4360, of IID-provided computers and communication devices is permitted if reasonable and lawful. Excessive use of social media affecting productivity or any use resulting in any cost, charge or loss to IID is not allowed. Limited personal use of IID-provided computers or communication devices to access social media does not extend to activities which promote personal gain, adversely affect the security of IID or its electronic information resources, involve political activity or which otherwise violate IID policy or local, state or federal laws.

D. Disclosure:

When posting your opinion on matters related to IID or its affairs on IID's social media sites, you are encouraged to disclose in the posting that you are an IID employee and that the views expressed are yours and the posting has not been approved by IID; e.g., "I am an IID employee. The views expressed herein are mine alone and have not been approved by IID." When posting on social media sites while at work and/or when using IID equipment, you will be held accountable for posts that you generate.

E. Standards of Conduct:

Internet postings by IID employees on IID's social media sites who disclose their affiliation shall not contain any comments, information, links, documents, photographs or videos that are indecent, obscene, vulgar, defamatory, threatening, discriminatory, harassing, abusive, hateful, which the employee should reasonably know are embarrassing to another person or entity or which violate your or IID's confidentiality obligations.

- F. Copyright:
Neither IID employees nor any third parties may use IID's logo, trademarks, proprietary graphics or photographs without IID's written permission.
- G. Confidentiality:
Employees may not directly or indirectly disclose confidential or proprietary information about IID, its customers, employees, vendors or suppliers. Any information which an employee should reasonably know is of a non-public nature shall not appear in such employee's postings under any circumstances.
- H. Accuracy of Postings:
Strive for accuracy in any of your postings. When appropriate, include a link to your sources of information. If you make a mistake, correct the information or retract it promptly. Postings related to or referencing IID, even if made during non-working hours and/or with personal equipment, could have an adverse effect on IID's legitimate governmental interests. Therefore, in such instances, IID may require that you suspend or remove factually erroneous or inappropriate postings.
- I. Media:
Employees must remain aware that anything posted on social media could become source material for news reporters and, that posting, in general, can generate media inquiries. The only employees who may speak on behalf of the IID in an official capacity are representatives from IID's Governmental Affairs and Communications Section or those who have been authorized by management to do so. If a media professional contacts you about an IID-related internet posting or requests information, you are required to refer such inquiries to that section.

4. POLICY VIOLATIONS

- A. Violation of this policy may result in disciplinary action, pursuant to Policy No. 4350, *Employee Discipline*.
- B. Please see Policy No. 4360, *District Electronic Information Resources*.