



# REGIONAL PARK AND OPEN SPACE DISTRICT

## Policy and Procedure Manual



Policy 3.8

Social Media Policy

### I. POLICY

It is the policy of Riverside County Regional Park and Open-Space District (District) to provide guidelines for social media usage and marketing content development.

### II. PURPOSE

To provide written guidance for the appropriate and effective use of social media by District staff for marketing, promotional material, and community relations.

### III. PROCEDURE

The District utilizes social media channels to promote District facilities and events, and to disseminate important information and updates which often come in instances of emergencies and extreme weather. To ensure appropriate messaging is being dispersed effectively, the following guidelines shall be followed:

#### A. Employee Personal use

1. District employees utilizing social media on third-party or personal sites shall comply with District and County of Riverside policies. Before posting on personal social media sites, District employees must consider if content may be misconstrued as expressing District or County of Riverside opinions.
2. District employees posting personal opinions must be clear in that their thoughts are separate from the District.
3. Employees shall not use any reference to their position, work location, or the District/County organization in their personal account profile name or picture (handle, page name, profile image, etc.).

#### B. Contribution authorization on District sites

1. The District General Manager, Public Information Officer (PIO), and their designees are authorized to post content on District social media channels.
2. All designated employees must complete the District Social Media and Marketing Training provided by the PIO.
3. A list of authorized employees shall be maintained by the PIO and employees shall be removed from the list immediately upon separation.



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### C. General Guidelines

1. Social media may be used in the District's marketing efforts to increase awareness and attendance in the District's programs, services, and events.
2. The District uses a variety of social media channels to communicate with the community, employees, and the general public. All content shall be managed by the Marketing Division, which coordinates with all District sites to schedule posts throughout the various channels.
3. The establishment of District social media sites is subject to the approval of the PIO. Username and password must be provided to the PIO.
4. All District social media sites shall link to the official District website.
5. Marketing Division is responsible for the upkeep of all social media channels and shall monitor all content throughout sites to ensure compliance with this policy.
6. The District reserves the right to deactivate or terminate any District social media site without notice.
7. Employees utilizing District social media sites must conduct themselves as professional representatives of the District and remain in accordance with District and County of Riverside policies.
8. All District social media sites must utilize District contact information during account setup and access. Personal e-mail accounts or phone numbers are not to be used when creating login credentials.
9. District social media sites are subject to the California Public Records Act. Any content maintained on a District social media site that is related to District business, including but not limited to subscribers lists, posted communication, communication submitted for posting, and private messages sent or received by a District social media account, may be considered a public record and subject to public disclosure.

### D. Content Guidelines

1. All content posted on District social media sites must be free of personal information, except for sharing the names of District staff where applicable.
2. Content posted shall not include confidential information defined by District policies and County of Riverside guidelines.



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3. All posted content must pertain only to the District and District sponsored or approved co-sponsored programs, services, and events.
4. District employees shall not post an individual's personal views, preferences, or concerns. All posts must reflect the views of the District as a whole.
5. All videos and photos posted must be of the highest resolution quality possible.
6. All content should be posted in a similar voice, look and feel to maintain consistent branding.
7. The Marketing Division must approve all District logos and colors used in posted graphics and photos.
8. Staff must use proper grammar (except where appropriate) and proofread all content before posting.
9. Any District social media site shall be considered a limited public forum, and public expression must meet certain minimum levels of discourse. The District's social media site articles, posts, and comments shall not contain any of the following forms of content:
  - a. Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, ancestry, religion, gender, national origin, or physical or mental disability.
  - b. Profane language.
  - c. Sexual content or links to sexual content.
  - d. Solicitations of commerce (not pertaining to official District business).
  - e. District personnel matters.
  - f. Conduct or encouragement of illegal activity.
  - g. Information that may compromise the safety or security of the public or public systems.
  - h. Content that violates a legal ownership interest of any other party.
  - i. Threats or defamatory statements.
  - j. Unauthorized links to any external site (for solicitation purposes by outside parties).



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- k. Multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam.
- l. Endorsement of political candidates, causes, or groups.

### E. Content Monitoring

- 1. The District is limited in its moderation capabilities due to staff schedules and the 24/7 nature of social media. The District is not liable for inappropriate comments or tags that cannot be removed expeditiously.
- 2. Inappropriate, harmful, or offensive comments and tagged posts should be monitored and addressed. Complaints and questions should be answered by the Marketing Division or forwarded to the appropriate division for response.
- 3. District staff must be polite and courteous in response to all comments.
- 4. The District's removal of any third-party post on a District social media channel shall not strictly be based on the individual or entity's viewpoint.
- 5. If a user posts inaccurate information, District staff must politely reply with the correct information.

### F. Violation of Policy

- 1. District staff found to have violated this policy will be subject to disciplinary action.
- 2. User privileges may be revoked at any time.

**Policy 4.11 Social Media Policy**

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