



Perry Park Metropolitan District Social Media Policy

Adopted October 10, 2018

I. PURPOSE

This policy is intended to minimize the risk of propagation of defamatory or unprofessional content that could impair the public's trust in the District or lead to legal claims. It is not intended to restrict communications protected by state or federal law. While personal use of social media is generally not of concern to the District, employees and volunteers are reminded to use common sense when using social media to express ideas related to the District, its personnel, or the member's position with the District.

II. DEFINITIONS

- A. Social Media: Social media is any form of electronic communication through which users create online communities to share information, ideas, messages, and other content. Examples include, but are not limited to: internet forums, social blogs, wikis, and social networks (e.g. Facebook, Flickr, Pinterest, Instagram, Twitter, YouTube).
- B. Blog: is a website with regular entries of commentary, descriptions of events, or other material such as pictures or video.
- C. Internet forum: an online discussion site.
- D. Post: a submission made to a social media outlet, containing text, pictures, video or audio; or the act of making such a submission.

III. OFFICIAL DISTRICT SOCIAL MEDIA

- A. Purpose. The purpose of the District's social media sites is to inform the community about the District's policies and programs and solicit feedback about them.
- B. Uses. District official social media sites will be used for the following:
 - 1. Deliver public information, customer service and information to District residents, members and visitors.
 - 2. Support the District's mission, vision and values.
 - 3. Communicate directly to the public, especially during emergencies.
 - 4. Increase transparency and efficiency.
- C. Posting Criteria. Information posted by District personnel on District social media sites must be posted and/or approved by the Board President or designee and must meet the following criteria:
 - 1. Relevant: Information related to the District's mission that helps community members, pertains to their daily lives, or pertains to an emergency.
 - 2. Timely: Information pertaining to District-related deadlines, upcoming events, emergencies, or news or current events.
 - 3. Actionable: Information to register for or attend an activity, if applicable.
 - 4. Factual: Information that is verifiable and accurate.

IV. MEMBER USE OF SOCIAL MEDIA

- A. General. The District takes no position on a member's decision to use social media while off-duty.
- B. No District Representation.
 - 1. Members are prohibited from representing any opinion or statement as the policy or view of the District. To that end, members' posts and comments on social media shall be stated in such a way as to cause a reasonable person to believe that it is the personal opinion of the posting party.

2. Members are prohibited from making any posts or comments on social media in their official capacity in support of or in opposition to any political campaigns or ballot initiatives.
 3. At no time will District computers be used for personal social media activities. Residents may use their personal computers, connected through the District's Internet service, during off-duty hours.
- C. Prohibited Activity. Members are prohibited from posting, sharing, or in any way disseminating the following information:
1. Confidential and non-public information regarding the District, or persons relying upon District services (e.g., posting a photo taken in the course of official duties), including information about pending litigation or about claims that are under investigation.
 2. Defamatory comments;
 3. Statements or conduct that would violate District Policy if made in the workplace (e.g. comments that are obscene, threatening, intimidating, harassing, discriminatory, or otherwise violate District policy), and
 4. Statements or conduct that violate any federal, state, or local laws, or support any illegal activity, including violation of a copyright or trademark.

V. PHOTOGRAPHS/CAMERAS

The District may photograph employees, volunteers, or Board members and use such photographs for District purposes, including on the District website and social media sites, unless such person notifies the Board President in writing that he or she does not authorize the taking, publishing, and posting of such photos. Any photographs of District personnel or Board members taken for these purposes are the property of the District. Personnel and Board members are not entitled to compensation or further notice regarding the District use of photographs consistent with this Policy.