

**POLICY # 2415****Social Media Use****VERSION # 1****APPROVED BY BOARD**

7/24/2025

**APPLIES TO**

Division	Districtwide
Sub-Division	Administration

<b>VERSION</b>	<b>REVISION DATE</b>	<b>DESCRIPTION OF CHANGE/SUPERSEDE</b>	<b>AUTHOR</b>
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1	7/17/2025	New Policy	Administrative Director
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**TERMS AND DEFINITIONS**

<b>TERM</b>	<b>DEFINITION</b>
<b>Social Media</b>	Various forms of discussions and information-sharing, including social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums. Technologies include picture-sharing, wall-postings, fan pages, email, instant messaging and music-sharing. Examples of social media applications include but are not limited to Google and Yahoo Groups, (reference, social networking), Wikipedia (reference), Facebook (social networking), YouTube (social networking and video sharing), Flickr, (photo sharing), Twitter (social networking and microblogging), LinkedIn (business networking), and news media comment sharing/blogging.
<b>Social Networking</b>	The practice of expanding business and/or social contacts by making connections through web-based applications. This policy focuses on social networking as it relates to the Internet to promote such connections for District business and for employees and elected and appointed officials who are using this medium in the conduct of official District business.
<b>Posts or posting</b>	Information, articles, pictures, videos, or any other form of communication posted on a District social media site.

**RATIONALE**

The policy outlines the protocol and procedures for the use of social media to publicize District services and events. In addition, this policy addresses the responsibilities of employees and District officials regarding social media, the use of District resources (time/equipment), and employee personal accounts, as well as responsibilities related to the public records and open meeting laws.

## **PROCEDURE**

No District social media site may be created without approval from the General Manager or their designee. All official District social media accounts—created by employees during work hours or using District resources—are District property and must be managed and monitored by the General Manager or their designee. These sites are solely for sharing information about District business, services, and events. Individual departments may not maintain separate pages without authorization.

The District's website, [chicorec.gov](http://chicorec.gov), remains the primary source of official information. When possible, social media posts should link back to the website for additional details, forms, or services.

District employees, appointed, and elected officials shall not share confidential District information on District or personal social media. Elected and appointed officials must also comply with California's open meeting laws, which prohibit serial meetings via electronic means.

Board, committee, or legislative body members may engage with the public on matters within their jurisdiction but may not "like," "share," comment on, or otherwise interact with posts from fellow members on the same topic. They may not use social media to discuss District business with other members of the same body.

Posts made on non-District social media represent personal views and should not be presented as those of the District.

### Creation & Ownership

- No District social media site may be created without approval from the General Manager or designee.
- All District social media accounts created using District time or resources are District property and must be managed using official District contact information—personal emails or phone numbers are prohibited.
- All passwords and account credentials belong to the District.

### Content & Use

- Posts must be professional, aligned with District policy, and represent District views—not personal opinions.
- Employees monitoring social media may post only during work hours unless approved in advance.
- District social media is for disseminating public information only. No confidential or personal content (other than public contact names) may be shared.
- Photos may only be posted if the District holds the copyright or has permission.

### Interaction & Conduct

- Only authorized personnel may post on behalf of the District and must follow this policy and each platform's terms of use.
- The General Manager or designee is responsible for responding to public comments and messages and should refer users to [chicorec.gov](http://chicorec.gov) for further info or services.

### Public Records & Legal Compliance

- Social media content related to District business may be considered a public record under the California Public Records Act.
- All posts must be archived to a District email account unless properly removed under this policy.
- Removed content is considered a non-retained draft and not subject to retention.

### Moderation & Removal

The District reserves the right to remove content that violates policy or law, including but not limited to:

- Misinformation, defamation, or false claims that could mislead the public
- Off-topic or spam comments
- Political endorsements or opposition
- Profanity, sexual content, or discriminatory remarks
- Promotion of illegal activity or unsafe conduct
- Copyright or trademark infringement
- Confidential or proprietary information

### Access & Suspension

- The District may suspend or terminate access to social media sites or features at any time, at the discretion of the General Manager or designee.

### External Links & Participation

- District social media may include links or ads not controlled or endorsed by the District.
- Public participation will be permitted based on the District's best interests and applicable law.

### Visibility & Access

- All official District social media accounts will be listed on [chicorec.gov](http://chicorec.gov), which remains the primary platform for District communications.

## **RESPONSIBILITIES**

### Understanding the Policy

It is the responsibility of all employees, and appointed and elected officials, to understand and follow the procedures outlined in this policy.

### Employee Access & Personal Use

Only employees authorized by the General Manager or designee may access District social media sites for official use. Unauthorized employees may not access personal social media on District computers or networks.

Employees are not authorized to speak on behalf of the District unless expressly directed by the General Manager or their designee.

The District recognizes that employees may use personal social media accounts outside of work to express themselves. While the District respects employees' rights to personal expression, employees are expected to conduct themselves in a manner that does not compromise the integrity, reputation, or operations of the District.

Employees who identify themselves as affiliated with the District on personal accounts should be especially mindful of how their posts may be perceived by the public and are expected to uphold the District's values in both personal and professional contexts.

Employees who identify themselves as District employees on personal websites, blogs, or social media platforms must adhere to the following guidelines:

- Clearly state that the views expressed are personal and do not represent the views of the District.
- Do not disclose confidential or proprietary information belonging to the District or any third party. This includes, but is not limited to, customer data, employee information, trade secrets, financial records, and strategic plans.
- Ensure that personal online activity does not conflict with any District policy or interfere with job responsibilities.

Employees may be subject to disciplinary action, up to and including termination, for online conduct that violates this policy or any other District rule or regulation.

### Oversight & Compliance

- The General Manager determines whether use of District social media or other resources aligns with this policy.
- All content must follow District web standards, platform rules (including privacy policies), and applicable laws.

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- Confidentiality must be maintained per law and District policy.

### Posting Confidential Information

- If there's uncertainty about posting confidential information, the content must be withheld or removed until reviewed by the General Manager or, if requested, Legal Counsel.
- Regardless of legal advice, the General Manager may remove content that is not in the District's best interest.

### Third-Party Services

- Any social media services to be developed, designed, or managed by third parties must comply with District Policy 2165 – Procurement of Contractors and Consultants.

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**Authority:** General Manager; Administrative Director, Board of Directors

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