

HEBER PUBLIC UTILITY DISTRICT

REPORT TO BOARD OF DIRECTORS

MEETING DATE: October 15, 2020

FROM: Laura Fischer, General Manager

SUBJECT: Adopt Resolution 2020-19 Amending Heber Public Utility District Policy Manual to Include Number 3095 Social Media

ISSUE: Shall the Board Adopt Resolution 2020-19 to amend the HPUD Policy Manual to include Policy Number 3095 Social Media

General Manager's Recommendation:

Adopt Resolution 2020-19 to amend policy manual to include policy number 3095 regarding Social Media

FISCAL IMPACT: NONE

BACKGROUND:

The Heber Public Utility District currently has four social media sites. We don't have one person dedicated to monitor or update these sites. The overall purposes of this policy are to: establish the goals of the Heber Public Utility District ("District") for social media use; identify District staff who will manage the District's social media outreach efforts and those who will post through these outlets; and outline the approval steps for all information conveyed through the use of selected social media outlets.

DISCUSSION:

Social media sites are an important communication tool that the HPUD underutilizes. These sites can be used to convey time sensitive information such as in the event of an emergency, scheduled service interruptions or other District service information; information about the HPUD meetings and community events; and to obtain or convey information that is useful to further our goals and objectives.

With the use of social media sites, there are several concerns regarding legal and ethical issues when sites are inappropriately used by government. I have attached a comprehensive paper titled "Social Media & Governments – Legal & Ethical Issues" by Julie A. Tappendorf, Angel Glink.

In the article, Julie Tappendorf, writes about the importance of having a social media policy and provides a checklist for drafting a Social Media Policy in Appendix A. We have prepared the District's Social Media policy to meet this guideline.

The Heber Public Utility District does not have staff time available to monitor and maintain our social media presence. In item 8.B. on your agenda you will be asked to

ratify the Professional Service Agreement with Code Exxperts that includes social media management.

CONCLUSION:

Staff recommends adopting Resolution 2020-19 amending the policy manual to include Policy Number 3095 Social Media. Adopting a Social Media Policy will provide the District with clear policy guidelines to follow relating to the District's social media presence.

ALTERNATIVES:

1. Do not adopt Resolution 2020-19 modifying the policy manual to include Policy Number 3095.
2. Adopt Resolution 2020-19 with changes and edits to Policy Number 3095 Social Media.
3. Provide alternate direction to staff.

Respectfully Submitted,

Laura Fischer, General Manager

Attachments: Resolution 2020-19
 Policy 3095 Social Media
 Social Media & Governments – Legal & Ethical Issues

RESOLUTION NO. 2020-19

A RESOLUTION OF THE HEBER PUBLIC UTILITY DISTRICT AMENDING POLICY MANUAL TO INCLUDE POLICY NUMBER 3095 SOCIAL MEDIA

WHEREAS, social media is a way to communicate with the residents, property owners, business owners, and visitors to Heber; and

WHEREAS, the Heber Public Utility District desires to establish and encourage open and transparent communication with our customers and with the public; and

WHEREAS, the District recognizes that social media is a prevalent part of communication in society today and that it is a communication tool that should be utilized; and

WHEREAS, the Heber Public Utility District desires to convey time-sensitive information such as in the event of an emergency, information regarding meetings and community events, and to obtain or convey information that is useful to, or will further the goals of the District; and

WHEREAS, the District desires to adopt a policy that ensures compliance with laws, establishes the type of content that is not permitted and that is subject to removal; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of Heber Public Utility District:

- 1) The District's Policy Number 3095, Social Media attached hereto and incorporated herein as though fully set forth, is hereby approved.
- 2) Policy 3095 Social Media, attached hereto and incorporated herein as though fully set forth, will be made part of and incorporated herein the Heber Public Utility District Policy Manual.

PASSED AND ADOPTED THIS 15th day of October, 2020, by the following vote:

AYES:

NOES:

ABSENT:

Moises Cardenas, President
Board of Directors

ATTEST:

Raquel R. Carrillo, Clerk of the Board

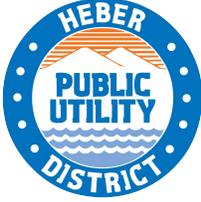
APPROVE AS TO FORM:

Steven M. Walker, General Counsel

STATE OF CALIFORNIA)
COUNTY OF IMPERIAL)
HEBER PUBLIC UTILITY)
DISTRICT)

I, RAQUEL R. CARRILLO, Clerk of the Board of the Heber Public Utility District, County of Imperial, State of California, DO HEREBY CERTIFY that the foregoing resolution was dully passed, approved and adopted by the Board of Directors of the Heber Public Utility District at its regularly scheduled meeting held on the 15th day of October, 2020.

By _____
Raquel R. Carrillo, Clerk of the Board



HEBER PUBLIC UTILITY DISTRICT SOCIAL MEDIA POLICY

SUBJECT: SOCIAL MEDIA POLICY

POLICY NO: 3095

EFFECTIVE DATE: OCTOBER 16, 2020

PURPOSE:

The overall purposes of this policy are to: establish the goals of the Heber Public Utility District ("District") for social media use; identify District staff who will manage the District's social media outreach efforts and those who will post through these outlets; and outline the approval steps for all information conveyed through the use of selected social media outlets.

The District's presence on social media is an extension of the District's public outreach efforts and is overseen by the District General Manager. Social media includes any internet-based networking site. Approved social media outlets are listed in Exhibit A. No other outlets may be added without approval from the Heber Public Utility District Board of Directors ("Board").

There are three main purposes for the District to have a presence on social media:

1. To convey time-sensitive information as quickly as possible, such as in the event of an emergency, scheduled interruptions of service for repairs, or other issues relating to District services.
2. To convey information regarding District meetings and District and/or community events.
3. To obtain or convey information that is useful to, or will further the goals of the District.

The purposes of the District's social media policy do not include establishing an interactive blog site or discussion forum, because current District resources are limited and adhering to laws applicable to governmental agencies could be problematic. Questions for the District must continue to be provided directly through the District website at www.heber.ca.gov, by calling the office at (760) 482-2440, or by scheduling an appointment with District staff. A link to the District website with contact information will be included on the District's social media sites. The District's General Manager will have sole authority on whether to post any questions and related information on social media outlets that have been submitted to the District's website, when doing so promotes public outreach and education relating to District services.

POLICY

All District social media sites will be approved for content by the General Manager or designee.

1. The General Manager or designee will collaborate to use social media proficiently, effectively, and safely to communicate District messages.
2. Designated users of the District's social media outlets must comply with the applicable federal, state, and local laws, the District's Internet and email use policy and other applicable policies. This includes adherence to established laws and policies regarding copyright, records retention, California Public Records Act, e-discovery laws, the First Amendment, privacy laws, and any information security policies established by the District. Social media content therefore must be managed, stored, and retrieved to comply with these laws.
3. Each District social media site will include an introductory statement which clearly states the purpose of the site. All social media sites will include a description and/or entry that clearly indicates that content posted or submitted for posting is subject to public disclosure.
4. All District social media sites will clearly indicate that they are maintained by the District and will have District contact information clearly displayed.
5. The General Manager will appoint a designee to monitor content on social media to ensure adherence to this policy, appropriate messaging, consistent branding, and consistency with District goals.
6. Any District employee or Board member who discovers negative factually incorrect comments about the District on any social media sites should notify the General Manager or designee immediately in order to correct misinformation.

POSTING GUIDELINES

Individuals designated by the General Manager to post information to approved social media outlets must adhere to the following posting guidelines:

- Ensure information posted is factual and approved by the General Manager or designee.
- The tone and content being posted should be professional, honest and respectful.
- Each post must conclude with a reference statement directing persons with questions or inquiries to the District website or to contact the District office.

TRANSPARENCY

The District is committed to using social media to enhance transparency with customers, local communities and the general public. In doing so, the General Manager, or designee will post information and/or links on the following items in a timely manner:

- Agendas for District regular and special meetings.
- The time, date and location of District-sponsored events.
- Information on requests for proposals and contracts for construction or professional services.
- Emergencies declared by the Board of Directors.
- Service interruptions.
- Office closures.
- Press releases.
- Staff and Board vacancies that are open and being filled.
- Information to promote public outreach and education relating to District services.
- Other information as directed by the Board.

The following statements will be included on the District's social media sites:

The District website www.heber.ca.gov will remain the primary and predominant internet source for information. For any other questions or concerns, please contact the District directly at (760) 482-2440.

Users must be aware that, under certain circumstances, questions and comments submitted to the District may be posted on the District's social media pages and may be subject to California's public records laws and subject to disclosure by the District if requested. This may include information about you that you make available through your social media privacy settings.

Any comments submitted to the District that are posted on any of the District's social media outlets will remain the opinion of the submitter only, and the publication of the comment does not imply endorsement of, or agreement by, the District, nor do such comments necessarily reflect the opinions or policies of the District.

Users must be aware that, the District will remove any comment(s) that is not respectful. We do not tolerate racism, hateful language or discrimination of any kind. We prohibit any activity that could hurt someone from scams to physical harm.

Users must also be aware that the District may ban, block or take some other action to disallow repeat offenders of this policy to post on any District social media site.

AUTHORIZED USERS

To ensure the appropriateness of content posted to District social media sites, the General Manager may appoint a designee or designees with the authority to use social media on behalf of the District. Access to social media networks from within the District is limited to the General Manager or designee(s) to perform official District business. Authorized users will review the District's social media policies and procedures and are required to acknowledge, in writing, their understanding and acceptance of their scope of responsibility. Authorized users will review site activity regularly for exploitation, misuse or activities that have the potential to place the District at risk.

Exhibit A
Authorized Social Media Outlets

SOCIAL MEDIA SITES IN USE (as of 10/15/20):

- Facebook.com/heberpublicutilitydistrict
- Facebook.com/heberfallfiesta
- Instagram.com/heberpud
- Twitter.com/FallHeber

SOCIAL MEDIA SITES APPROVED (as of 10/15/20):

- Nextdoor.com