

RESOLUTION NO. 2023-11

**A RESOLUTION OF THE HEBER PUBLIC
UTILITY DISTRICT UPDATING SOCIAL
MEDIA POLICY NO. 3095**

WHEREAS, the Heber Public Utility District recognizes the value in using social media websites to broaden communication regarding government services and facilitate greater citizen engagement; and

WHEREAS, Heber Public Utility District encourages the use of social media to further the goals of the District and its departments, where appropriate, through dissemination of information about the District’s mission, meetings, activities and current issues to members of the public; 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; and

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

WHEREAS, the District desires to include two new social media accounts on Instagram and on TikTok to further the reach of the District; and

**NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE HEBER PUBLIC
UTILITY DISTRICT, DOES HEREBY RESOLVE AS FOLLOWS:**

1. The District’s Policy Number 3095, Social Media is updated.

PASSED AND ADOPTED at a regular meeting of the Board of Directors of the Heber Public Utility District held on the 19th day of October 2023.

Tony Sandoval, Board President

ATTEST:

Moises G. Cardenas, Clerk of the Board

APPROVE AS TO FORM:

Steven M. Walker, General Counsel

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

I, Moises Cardenas, 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 19th day of October 2023.

By _____
Moises G. Cardenas, Clerk of the Board



HEBER PUBLIC UTILITY DISTRICT SOCIAL MEDIA POLICY

SUBJECT: SOCIAL MEDIA POLICY

POLICY NO: 3095

EFFECTIVE DATE: OCTOBER 16, 2023

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
- Instagram.com/hpudgm
- Tiktok.com/heberpud

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

- Nextdoor.com