



Tulare Local Healthcare District

Policy Name:	Internal Social Media Policy
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Version Number:	001
Approved by Board on:	
Scheduled review date:	

1.0 Purpose

This document defines the social networking and social media policy for Tulare Local Healthcare District (the “District”). To address the fast-changing landscape of the internet and the way the public communicates and obtains information online, the District may consider using social media tools to reach a broader audience. The District encourages the use of social media to further the goals of the District on behalf of its constituents, where appropriate.

2.0 Personal vs. Professional Guidelines

a. Personal Use

All District employees may have personal social media accounts. These accounts should remain personal in nature and share personal opinions. While District employees may have a First Amendment right to comment on some District issues that are of significant public concern, employees should be aware that posts regarding District issues that are closer to employment complaints or human resources concerns may give rise to certain legal remedies against and/or by the District. Employees should be mindful not to inadvertently speak for the District when not expressly empowered to do so.

District employees must never use their District e-mail account or password in conjunction with a personal social media account. The following guidance is for District employees who decide to have a personal social media account or who decide to comment on posts about official District business:

- State your name and, if relevant, role, when discussing District business;
- Use a disclaimer, such as: “My views stated on this site/account are my own and don’t reflect or represent the opinions of the District for which I work.”

If social media is used for official District business, the entire District site, regardless of any personal views, is subject to best practice guidelines and standards.

b. Professional Use

All official District-related communication through social media should remain professional in nature and should always be conducted in accordance with the District's communications policy, practices and expectations, as may be amended from time-to-time. Employees must not use official District social media accounts for political purposes, to conduct private commercial transactions, or to engage in private business activities. District employees should be mindful that inappropriate use of official District social media accounts can be grounds for disciplinary action, up to and including termination. Only individuals expressly authorized by the District may publish content to the District's accounts.

3.0 Posting

What to Post

Official social media sites need to be clear, precise and follow industry best practices for posting updates. All content posted to District social media accounts should be:

- Relevant – Information that engages the public served by the District that pertains to their daily lives;
- Timely – Pertains to deadlines, upcoming events, or current news; and
- Actionable – Prompts the public to take the action sought by the District in furtherance of its mission.

Please refer to the District style guide for specific guidelines on content format.

What Not to Post

District employees may not publish content on District social media accounts that includes:

- Confidential or privileged information;
- Copyrighted material without proper legal permission;
- Profane, racist, sexist, obscene, threatening or derogatory content or comments;
- Partisan political views; or
- Commercial endorsements, spam or links to malware.

4.0 Retention

Social media sites are subject to the California Public Records Act. Any content produced or maintained on a District social media site, including communication posted by the District and communication received from the public, is a public record. The District shall

preserve records pursuant to the relevant records retention schedule in a format that preserves the integrity of the original record and is easily producible. Retention of social media records shall also fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Each employee who administers one or more social networking sites on behalf of the District has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed. The District utilizes an automated archiving solution provided by ArchiveSocial to comply with applicable public records law and fulfill the above record retention requirements. The District archive is available at <https://secure.archivesocial.com/dashboard>, or contact the District office.

5.0 Registering a New Page

All District social media sites shall be (1) approved by the Chief Executive Officer (or designee), (2) published using approved social networking platform and tools, and (3) administered by the contact or their designee.

6.0 Deregistering an Existing Page

If a social media page is no longer of use, (1) notify the Chief Executive Officer (or designees), (2) ensure records have been archived according to agency guidelines, (3) unpublish and delete page.