

Calaveras Council of Governments Social Media Standards and Procedures

I. Statement of Purpose & Philosophy

The purpose of this Social Networking/Media policy is to establish clear and reasonable guidelines for the use of social media and networking sites.

The philosophy of the policy is to ensure that all interested persons representing the Calaveras Council of Governments portray a professional image and behave in a manner consistent with our Policies and Procedures when engaging in social media and networking sites.

II. Definitions

Social Media Site/ Social Networking Site: A social media site is online content created by individuals or organizations to distribute news, information, images, video and other material. It also supports the opportunity for social interaction and commentary. Examples of social media sites include, but are not limited to, blog sites, YouTube, Twitter, Flickr, StumbleUpon, and Wikipedia.

A social networking site is designed to connect people with common interests via the Internet. These sites strive to create an online community to discuss common interests via text, images and video on topics such as business, hobbies, personal development, religion or politics. Examples of social networking sites include, but are not limited to, LinkedIn, FaceBook, MySpace, Skype and Oovoo.

III. Standards

- Only the Administrative Assistant is authorized to post social media content, but may post content on behalf of project staff that meets CCOG's public communications standards.
- CCOG's websites will remain CCOG's primary and predominant internet presence.
- The most appropriate uses for social media tools are as informational and interactive channels to increase CCOG's ability to broadcast its messages to the widest possible audience.
- Wherever possible, content posted to CCOG's social media sites must contain a hyperlink directing users back to one of CCOG's official websites for in-depth information, forms, documents or online services necessary to conduct business with CCOG.
- Staff posting social media content should use good judgment and comply with CCOG's Policies and Procedure.
- CCOG's social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to CCOG business, including a list of subscribers and posted communication (with certain exceptions), is a public record. The staff maintaining the site, in coordination with legal counsel and the CCOG's custodian of records, are responsible for responding completely and accurately to any public records request for public records on social media standard procedures. Content related to CCOG's business shall be maintained so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting

may be or are subject to public disclosure upon request. Users shall be notified that public disclosure requests must be directed to the relevant project manager or designee.

IV. Procedures

- The Administrative Assistant will maintain a list of CCOG's social media sites, including login and password information.
- The Administrative Assistant will be able to immediately edit or remove content from social media sites.
- Social Media sites such as Facebook and video (e.g., YouTube, Vimeo) have been approved by CCOG and standards have been developed for their use. The use of other sites must be approved the Executive Director.

V. Facebook, Twitter, YouTube etc.

CCOG strives to have a Facebook presence for the walkandbikecalaveras.org and for the calacog.org.

- The about section should contain the following:
 - "This is an official Facebook page of the Calaveras Council of Governments. For more information about Calaveras Council of Governments please visit www.calacog.org. this site is intended to serve as a mechanism for communication between the public and CCOG on the listed topics and as a forum to further the mission of the CCOG. Any comment submitted to this page and its list of fans may be considered a public record which is subject to disclosures pursuant to the California Public Records Act. Public information requests must be directed to Calaveras Council of Governments Staff."
- The Administrative Assistant will be responsible for updating the Social Media Sites.
- Comments to the Wall generally will be allowed if staff is able to do regularly monitor content. If staff is unable to regularly monitor content, comments on the Wall should be turned off. Discussion Boards shall be turned off unless approved by the Executive Director.
- If comments are turned on, the page shall also include a Comments Policy Box with the following Disclaimer:
 - "Comments posted to this page will be monitored and inappropriate content will be removed as soon as possible. Under Calaveras Council of Governments Social Media Use Policy, Standards and Procedures, CCOG reserves the right to remove inappropriate content, including, but not limited to those items that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, promote illegal activity and promote commercial services or products. Calaveras Council of Governments disclaims any and all responsibility and liability for any material that Calaveras Council of Governments deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner."
- Administrative Assistant may add photos and videos to Social Media sites.