Social Media Policy

# The Madison SWCD and Clark SCD

**INTRODUCTION AND POLICY PURPOSE**

The conservation district’s identity, image, and brand must be cohesive, intentional, and strategic. The public outreach specialist is responsible for integrated communication to all constituencies and audiences, and therefore maintains authority over any communication administered on behalf of the Madison SWCD and Clark SCD.

The purpose of this policy is to ensure accuracy, consistency, and integrity, and to protect the identity and image of the Madison SWCD and Clark SCD by providing a set of required standards for social media content from any department, entity, or affiliate.

All social media content under the jurisdiction of The Madison SWCD and Clark SCD (i.e., content on the conservation district servers or on servers funded by conservation district budgets, or content that uses the conservation districts brand or likeness) must comply with local, state and federal laws and regulations, and conservation district policies, rules and regulations.

# OFFICIAL ACCOUNTS

The maintains official social media and/or online accounts on behalf of the Madison SWCD and Clark SCD individually and/or collectively. These accounts promote conservation district activities, events, and educational opportunities by providing timely, engaging, and relevant content that assists in building broad-based support for the conservation districts mission, vision and relationship with the public.

Only an employee or approved representative authorized by the public outreach specialist (collectively, the “page administrators”) may hold administrative access to conservation district-related social media and/or online accounts.

The public outreach specialist is responsible for maintaining a current list of all site URLs, the names of all page administrators, and the usernames and passwords associated with these accounts.

Any entity seeking to create an account on any social media and/or online platform on behalf of the conservation districts must gain approval from the public outreach specialist prior to establishing the account.

# LIMITED PUBLIC FORUM

Users and visitors to The Madison SWCD and Clark SCD social media and/or online sites shall be notified that the intended purposes of the site are to serve as a mechanism of communication between the

conservation districts page administrators and members of the public. Submission of comments by members of the public constitutes participation in a limited public forum. A comment posted by a member of the public on any conservation district social media and/or online site is the opinion of the commentator or poster only, and publication of the comment does not imply endorsement of, or agreement by, the conservation districts, nor do such comments necessarily reflect the opinions or policies of the conservation districts. Comments by the conservation district page administrators on conservation district social media and/or online sites shall be allowed only when consistent with the provisions of this policy.

*(You can eliminate from here until the content management section if you choose not to allow public comments at all. All these standards are a bit murky as you are censuring someone by removing their comment and allowing someone else’s to remain):*

Comments by the public shall be allowed on limited public forums, such as conservation district social media and/or online sites, only when consistent with the provisions of this policy. Comments containing any of the following inappropriate forms of content shall not be permitted on any type of conservation district social media and/or online site and are subject to editing, removal or restriction, in whole or in part, by conservation district page administrators:

* Comments not topically related to the particular social medium thread or topic, or article being commented upon (for example, if a conservation district page administrator posts an article about a field day, and a user posts a negative comment about a conservation district employee);
* Comments in support of or in opposition to political campaigns or ballot measures, except for informational posts approved in advance by a district chairman.
* Profane, obscene, or sexual language or content or links to such language or content.
* Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status about public assistance, veteran status, genetic information, citizenship status, national origin, physical or mental disability, sexual orientation, or gender identity/expression.
* Solicitation of commerce, including but not limited to, advertising of any business or product for sale.
* Information that may tend to compromise the safety or security of the public or public systems.
* Defamatory or personal attacks.
* Threats to any person or organization.
* Conduct or encouragement of activity that violates any federal, state, or local law; or
* Conduct that violates a legal ownership interest of any other party.

If illegal activity occurs, page administrators are expected to secure the information and notify the local police department.

The conservation districts reserve the right to restrict or remove any content that is deemed in violation of this policy or any applicable law or regulation. Content submitted for posting that is deemed not suitable for posting by conservation district page.

administrators because it is not topically related to the particular subject being commented upon or is otherwise deemed prohibited content based on the criteria set forth in this policy, must be retained in accordance with the relevant records.

retention schedule.

This policy governing comments on The Madison SWCD and Clark SCD sites shall be displayed on all limited public forums or made available via hyperlink from the conservation districts official website.

# CONTENT MANAGEMENT

Page administrators representing the Madison SWCD and Clark SCD on the conservation districts social media and/or blog sites must always conduct themselves as representatives of the conservation districts in accordance with all conservation district policies, standards, and regulations. Page administrators are personally responsible, and may be legally liable, for the content they publish on social media and/or online sites.

# ADVERTISING, MARKETING, AND PUBLIC RELATIONS

The Madison SWCD and Clark SCD makes it a priority to comply with Section 5 of the Federal Trade Commission Act, 15

U.S.C. § 45. Section 5 of the FTC Act reflects the four basic truth-in-advertising principles.

# PUBLIC RECORDS

The Madison SWCD and Clark SCD social media and/or online sites are subject to Idaho Public Records Law. Any content maintained in a social media and/or online format that is related to the conservation districts business, including a list of subscribers and posted communication, is a public record. Any photographs taken during conservation district event and posted to social media become a public record and are subject to the records retention schedule.

Therefore, there should be no expectation of privacy in the information posted on the conservation districts social media and/or online sites.

The Madison SWCD and Clark SCD is responsible for responding completely and accurately to any public records request for public records on social media and/or online sites. Content related to conservation district business shall be maintained in an accessible format so that it can be produced in response to a request.

Whenever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the relevant departmental public disclosure officer. Idaho law and relevant conservation district records retention schedules apply to social media and/or online formats and content.

# OPEN MEETINGS

The Madison SWCD and Clark SCD governing bodies should refrain from using the conservation district or other social media and/or blog sites to discuss conservation district business or decide in violation of Idaho’s Open Meeting Law.

The Madison SWCD and Clark SCD may use social media and/or blog sites to gather public input and foster public discussion related to the conservation district’s role and functions, provided that the use is authorized in accordance with and conforms to this policy.

Information that The Madison SWCD and Clark SCD posts on its social media and/or blog sites will supplement, not replace, required notices and standard methods of providing warnings, postings, and notifications required for public meetings and hearings under Idaho law.

Adopted by the Madison SWCD on ????????

Adopted by the Clark SCD on ?????????