



PLEASANT VALLEY RECREATION & PARK DISTRICT

SOCIAL MEDIA POLICY Board Approved October 2, 2019

PURPOSE

The purpose of the Pleasant Valley Recreation & Park District (“District”) Social Media Policy (“Policy”) is to provide content to community members about District services, events, and activities. Questions, comments, and concerns are welcome and encouraged, but please note this is a moderated online discussion site and not a public forum.

This Policy establishes guidelines for anyone who interacts with the District through District-managed social media sites (e.g. Facebook, YouTube, etc.). The intended purpose behind establishing a Social Media Policy is to disseminate information from the District, about the District, to its residents. The District has an overriding interest and expectation in deciding what is posted or communicated on behalf of the District on District-managed social media.

To promote respectful discussion within this forum, the District requests that you be courteous and productive. By interacting with the District through any and all District-managed social media, you agree to abide by this policy.

GENERAL POLICY

1. The District reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law. Any content removed based on these guidelines must be retained by District for a reasonable period of time, including the time, date, and identity of the poster, when available. As technology and social media platforms change and evolve, the District reserves the right, in its sole and absolute discretion, to discontinue any and all District-managed social media sites and/or pages if it determines such action is in the District’s best interest in meeting its goals of communicating with the community.
2. These guidelines must be displayed to users or made available by hyperlink.
3. The District will approach the use of this Policy as consistently as possible, enterprise wide.
4. The District website (www.pvrpd.org) will remain the District’s primary and predominant internet presence.
5. All District-managed social media shall adhere to applicable federal, state, and local laws, regulations and policies.
6. District-managed social media are subject to the California Public Records Act. Any content maintained in a social media format that is related to District business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure or subject to discovery under pending litigation.
7. Comments on topics or issues not within the jurisdictional purview of the District, or in violation of this policy, may be removed.



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8. The District reserves the right to deny access to District-managed social media for any individual who violates the District's Social Media Policy, at any time and without prior notice.
9. This Social Media Policy may be revised at any time in the District's sole and absolute discretion.

COMMENT POLICY

For purposes of this Policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on any District-managed social media.

1. A comment posted by a member of the public is the opinion of the commentator or poster only. Unless expressly authorized, the comment does not constitute any official opinion or position of the Pleasant Valley Recreation & Park District government or its officials, officers, and employees.
2. The Pleasant Valley Recreation & Park District reserves the right to review, edit, and/or delete, in its sole discretion, submissions for any reason, including but not limited to:
 - Comments that contain offensive, obscene, inflammatory, unlawful, threatening, harassing, illegal, defamatory, slanderous, or hostile language towards any individual or entity.
 - Comments that contain personal attacks of any kind.
 - Comments that contain offensive remarks that perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws.
 - Comments that contain spam or include links to other sites.
 - Comments that are off topic.
 - Comments that advocate illegal activity.
 - Comments that promote or endorse particular services, products, political organizations, campaigns, candidates, or ballot measures.
 - Comments that infringe on intellectual property.
 - Comments that contain personally identifiable information. This refers to information that can be used to distinguish or trace an individual's identity, either alone or when combined with other personal or identifying information that is linked or linkable to a specific individual. To protect your privacy, please do not share personal information.
3. By posting content, a user agrees to indemnify and hold harmless the Pleasant Valley Recreation & Park District, its officials, officers and employees, against any damages, losses, liabilities, judgments, causes of action, costs or expenses (including reasonable attorneys' fees and costs) arising out of any claim by a third party relating to any material user has posted on any District-managed social media.



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4. When a District employee responds to a comment, in his/her capacity as a District employee, the employee's initials shall be included at the end of the comment, and the employee shall not share personal information about himself or herself, or other District employees.
5. All comments posted to District-managed social are also bound by its specific use policy, and the District reserves the right to report any violation of any other social media sites use policy with the intent of taking appropriate and reasonable responsive action.
6. If you have any questions concerning the operation of this online moderated discussion site, please contact the District Office at (805) 482-1996.

DEFINITIONS

1. Pleasant Valley Recreation & Park District ("District") shall mean the independent special district, its officials, officers, and employees.
2. "Social Media Policy" shall refer to this policy.
3. District-managed social media sites shall mean any online platform, page, or profile owned and managed by the District.